SOUTHERN AUTOMOTIVE JOURNAL

a W.R.C. SMITH publication

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES SINCE 1921

September 1961



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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Volume 41 No. 9

Serving the 19 Southern and Southwestern States Since 1921

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FIVE LAYERS TOUGH

When you put your equipment to work, loads on connecting rod and crankshaft bearings build up to 1,000, 2,000, 4,000 and more pounds per square inch. Engine bearings must be rugged enough to stand up under these two-ton pressures.

Federal-Mogul developed and built the 5-layer, heavy-duty replacement bearing for just this kind of service. It will take continuous loads up to 4,800 psi . . . triple the load limit of the best babbitts. Five separate layers give you high fatigue strength for high horsepower engines plus the good "conformability" that's necessary for new bearings to adjust to the crankshaft during break-in.

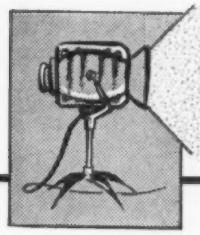
The complete Federal-Mogul line also includes overplated aluminum-alloy, straight copper-alloy and babbitt bearings. Each is designed for a particular type of engine and gives maximum service in it. When you need replacement bearings, get Federal-Mogul . . . and you'll get the best.



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FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



Automotive SPOTLIGHT

September 1961

There's a big car sales and service market right ahead. Ride and drive the '62's—as have SAJ's editors—and you'll learn that while perhaps styling changes are nothing to give you a heart attack, there are plenty of refinements which show up quickly when you start putting these new and sleek performers through the turns.

Studebaker, for one, has a more nearly big-car feel. This may be more evident when you're spinning along at 100mph and plus (on the proving ground at South Bend, naturally), but it also comes through to the driver at far slower speed ranges. The suspension, including shocks, has been reworked and, in the case of the Hawk, you'll see where some thunder has been taken from the Thunderbird, which S-P officials claim got some of its designing from Packard nearly a decade ago.

Watch the Chevy II, also, as well as other lines which have been expanded. Pronounced "Chevy Two," this package can be expected to pull prospects up from the smaller Corvair class and pull down prospects for the larger standard Chevrolets. However, that factory figures on yanking buyers also from the competition, with an over-all goal of 1,900,000 cars and 400,000 trucks. This would top Chevy's 2,066,000 previous high-water mark notched in that record year of '55. Chevy II should hit 400,000 units, Chevrolet's General Manager Ed Cole told SAJ's editors.

For the service-minded: Don't be surprised if Chevy finds it can adapt the interesting tapered plate rear springs—coming out this month on Chevy II—on the standard Chevrolets. These springs, mounted in heavy rubber insulators for maximum noise isolation, are a five-foot steel bar, shot-peened for added durability and with variations in thickness and width to provide uniform stress distribution. . . . An air conditioner with a smaller compressor—and therefore less weight—is coming out on Chevy, too. . . . Buick's V-6 is one of the new motors appearing this new-car season. . . . Oldsmobile's offering later this fall a Turbo-Rocket aluminum V-8 on a limited-production sports car model. It will be the first successful application of a turbo-charger with fluid injection on a commercially-produced passenger car. . . . American Motors' 1962 line will all be equipped with a full-fill coolant requiring only the addition of more coolant when a leak appears or replacement of the entire coolant about every two years. Other factories are swinging in this direction, too.

Shop volume's got to rise, too, in the anticipated automotive super-boom. Many shop men have shown their beliefs along this line by ordering new equipment and otherwise improving their position for the business to be available for the shops best situated to grab it. Improved highways are inviting motorists to use their cars on longer trips; they may be driving virtually lube-free vehicles, but hard parts still wear out and the bulk of the cars still require lubes and many other services.

Wagon peddlers beware! They're trying to toss a net around these purveyors of parts who have little overhead down in the Pelican State. The Automotive Wholesalers Association of Louisiana is studying laws of other states on the subject with an eye toward corrective legislation next year to eliminate this rolling-store competition of its membership.

80,000,000 cylinders can't be wrong!



U. S. Pat. No. 2,789,872

Sealed Power Stainless Steel Oil Rings

CONTROL OIL BETTER . . . GIVE LASTING ECONOMY!

That's why manufacturers who build more than 85% of all U.S. cars specify Sealed Power-designed Stainless Steel oil rings for their new cars—and for service.

This ring is original equipment in more than 40% of all U.S. cars built this year! More than 80,000,000 Stainless Steel oil rings have been factory installed.

Sealed Power's patented, *proven* design, combined with superior Stainless Steel, side seals, licks the oil control problem in high compression, high vacuum engines.



Stainless Steel retains tension at operating temperatures far better than carbon steel. Stainless Steel resists pitting and etching of gases, greatly reduces carbon build-up so return oil vents remain open.

Unique end-abutment design of Sealed Power Stainless Steel oil rings ends groove depth problems; rings have proper tension regardless of contact with bottom of groove.

Chrome-plated side rails seat instantly. And installation's a snap! Sealed Power Corporation, Muskegon, Michigan.

Sealed Power Stainless Steel piston rings stop oil pumping

PISTONS • PINS • SLEEVES AND SLEEVE ASSEMBLIES • VALVES • WATER PUMPS • TAPPETS



Automotive MARKETS



A Montgomery Ward catalog sales agency has been opened at a Pure Oil service station in Palatine, Ill. The agency is one of three being established at Pure Oil service stations as an experiment by Ward's and Pure in expanding their merchandising service for customers.

Montgomery Ward, Pure Try Out Experiment

MONTGOMERY Ward catalog sales agencies are being established in three Pure Oil Co. service stations as an experiment by both companies in expanding their merchandising services for customers.

Two of the experimental installations, which opened for business recently, are in Illinois—one at Pure Oil's general office at Palatine, near Chicago, and the other a sales agency with a Pure Oil dealer in Fox Lake. The third catalog agency, at Pure's large new "Service City" station at Greensboro, N. C., is scheduled to open shortly. Consideration is being given to opening a fourth agency at Lakeland, Fla., later in the year.

"By adding the full line of Montgomery Ward merchandise, we expect to improve our service to our present customers while attracting the patronage of additional customers," Harry L. Moir, Pure's vice president for marketing, stated.

According to Thomas M. Green, planning and development vice president of Montgomery Ward, "By establishing catalog merchandise outlets in service stations, we are able to offer customers a place to park and quick, convenient service. Although this project is experimental in nature, it may prove to be popular with the buying public."

Green also said, "All merchandise sold will carry the full Montgomery Ward guarantee of satisfaction or your money back. Our mail order houses and distribution centers will expedite deliveries to all customers. The full line of Montgomery Ward credit services also will be available."

Car Buying for 1962 May Top 1955 Peak

IF THE public carries out its expressed buying intentions for the upcoming year, the automotive industry may be in for the biggest boom since the peak sales year of 1955.

Preliminary findings of the annual "National Automobile and Tire Survey" sponsored by *Look Magazine* indicate that total sales for 1962 may reach an estimated 7,150,000 to 7,600,000 new cars bought for private, public or commercial use. Excluding sales of passenger cars for public or commercial use, the survey indicates that new-car sales for private use only may reach a total of 6,450,000 to 6,600,000 during the calendar year 1962.

Recently completed for *Look* by Alfred Politz Research, Inc., the survey bases its figures on the number of householders throughout the United States who said at the time the interviews were conducted that they expected to purchase a new car during 1962. *Look* points out that the figures are not offered as a prediction of actual sales, but rather as a barometer of the public's buying mood in recent months.

The survey, which consisted of 4,453 interviews coast-to-coast, also shows that the number of car-owning households in the nation has increased by more than 4,000,000 since 1957, with single-car homes accounting for 71% of this increase. On the other hand, the number of multi-car households, which showed rapid growth in the mid-'50's, has been leveling off in the same four-year period.

Olds' Chief Predicts '62 Approaching '55

THE year 1962 "could be one of the best automotive years, surpassed only by 1955," in the opinion of J. F. "Jack" Wolfram, general manager of Oldsmobile Division of General Motors.

"That is," he went on, "if the economy continues at a high level, without interruptions, and if confidence continues to prevail.

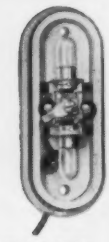
"Under these favorable conditions retail deliveries in the United States could reach 7,250,000 new passenger cars, compared to approximately 6,000,000 passenger cars in 1961.

"With this market outlook, and with the sincere, enthusiastic reception our dealers are giving the new 1962 Oldsmobiles at our dealer preview meetings, I am confident we are going to have an outstanding year."

He predicted sales of 450,000 in '62 for Olds—an increase of over 35%.

Anthes

FIRST LINE OF SAFETY



Model S700



Model 700



NEW

ALL PLASTIC CLEARANCE and MARKER LITES . . . corrosion and rust proof for longer life and less maintenance

LOWEST COST DOUBLE BULB PROTECTION ON THE MARKET

1. Slim line design—almost 25% narrower than other popular lights, fits more applications.
2. S700 equipped with 5000 hr. bulbs, typical of Anthes quality.
3. Rubber ring seals lens against dirt and moisture.
4. Snap-on lens means quick, easy bulb replacement.
5. Plate is mounted on rubber grommets for complete moisture seal in mounting area.
6. You can save money now because this maintenance-free light will fit mounting holes for most popular marker lights.

Anthes . . . the answer to ALL safety equipment



GLEASON CORPORATION
ANTHES DIVISION
325 N. PLANKINTON AVE.
MILWAUKEE 2, WIS.



You Bothered with Ulcers, Mr. Automotive Man?

If you are, maybe you'd better try a "pill" from one of your kind who finds it's not necessary to get all worked up. He's a Texas garageman who worked for a parts factory for a spell, but decided that the business of running a shop was more to his liking.

Next month this lieutenant colonel in the Air Force Reserve lets you know how he operates.

How to tie in a real shop with the service station will be laid out in detail also for you.

Some of the '62 models could not be published in this issue. While they'll all be in the showrooms when the October issue comes out, we're going to spell out some of the technical details which you can't see so readily.

We're scheduling also an article to show you how to minimize overhead and yet maintain high net profit.

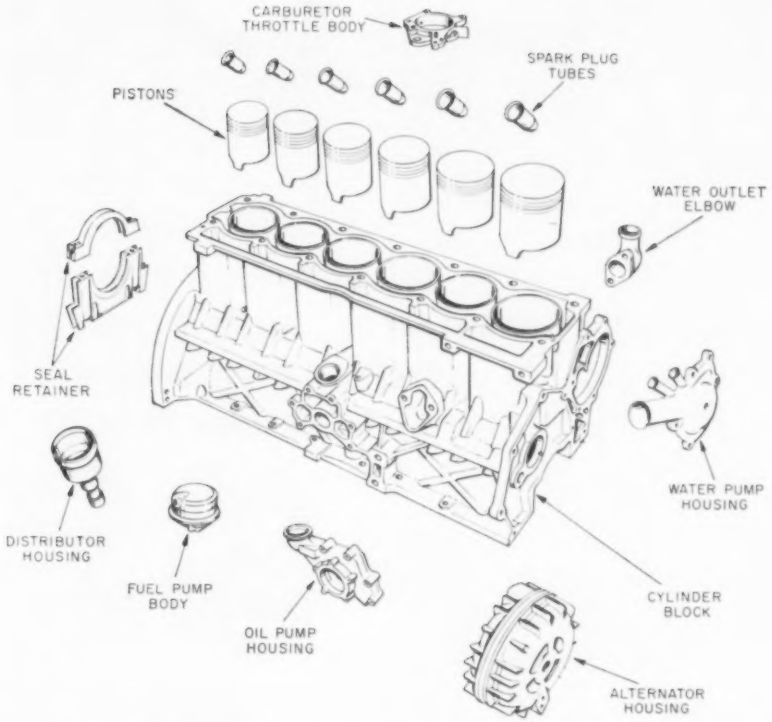
TECHNICAL-WISE

From Technical Editor Ed Lowery's long experience and typewriter will pound out two features.

He'll cover servicing the rear axle of the Valiant and Lancer, including how to maintain the correct gear tooth pattern.

For body shops Ed will treat with adjusting the seat of the Corvair. Repositioning for the owner's greatest comfort will be included with the technical details.

Automotive NEWS BRIEFS



All of the Charger 225 engines for the 1962 Lancer will be made of aluminum. This allows a weight reduction of 80 pounds and improves performance without lessening fuel economy. The lighter engine reduces the load on the front wheels and permits easier steering. As illustrated above, the aluminum parts include cylinder block, water pump housing, water outlet elbow, spark plug tubes, pistons, carburetor throttle body, seal retainer, distributor housing, fuel pump body, oil pump housing and alternator housing.



DEALERS

Oct. 29-31—Annual convention of Florida Automobile Dealers Association, Galt Ocean Mile Hotel, Fort Lauderdale.

Nov. 12-14—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 25-27—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs.

Jan. 14-17—Annual convention of National Independent Automobile Dealers Association, Stardust Hotel, Las Vegas.

Feb. 3-7—Annual convention of National Automobile Dealers Association, Convention Hall, Atlantic City, N.J.

March 18-19—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

April 8-10—Annual convention of Automobile Dealers Association of Alabama, Montgomery.

April 22-24—Annual convention of Automotive Trade Association of Virginia, Golden Triangle Hotel, Norfolk.

May 6-8—Annual convention of Tennessee Automotive Association, Andrew Johnson Hotel, Knoxville.

May 16-17—Annual convention of Missouri Automobile Dealers Association, Elms Hotel, Excelsior Springs, Mo.

May 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington.

GARAGEMEN

Sept. 15-17—Annual convention of Independent Garage Owners of Georgia, Ida Cason Callaway Gardens, near LaGrange.

Sept. 23-24—Annual convention of Independent Garage Owners of Oklahoma, Jens-Marie Hotel, Ponca City.

June 20-23—Annual convention of Independent Garage Owners of America, Battery Park Hotel, Asheville, N. C.

WHOLESALERS

Oct. 11-13—Annual convention and booth conference of Automotive Wholesalers of Texas, Granada Hotel San Antonio.

Oct. 27-28—Annual convention of Automotive Wholesalers Association of Louisiana, New Orleans.

Oct. 27-29—Fall convention of Virginias-Carolinas Automotive Wholesalers Association (for members only), The Greenbrier, White Sulphur Springs, W. Va.

Oct. 29-31—Annual convention of Virginia Automotive Wholesalers Association, Hotel Roanoke, Roanoke.

Nov. 9-10—Annual convention of South Carolina Automotive Wholesalers Association, Fort Sumter Hotel, Charleston.

Nov. 16-18—Annual convention of Florida Automotive Wholesalers Association, Americana Hotel, Miami Beach.

Dec. 3-4—Annual convention of Georgia Automotive Wholesalers Association, Heart of Atlanta Motel, Atlanta.

Dec. 7-14—44th annual meeting and manufacturers - distributors conference of Automotive Electric Association, Edgewater Beach Hotel, Chicago.

Jan. 29-Feb. 1—Automotive Accessories Manufacturers of America Exposition, McCormick Place, Chicago.

Feb. 28-March 3—International Automotive Service Industries Show, Navy Pier, Chicago.

May 20-23—Annual convention of Automotive Engine Rebuilders Association, Sheraton Cadillac Hotel, Detroit.

Feb. 13-16, 1963—International Automotive Service Industries Show, Philadelphia.

GENERAL

Oct. 30-Nov. 2—Annual convention of Automotive Warehouse Distributors Association. Muehlebach Hotel, Kansas City, Mo.

Nov. 8-10—Annual convention and trade show of Automotive Parts Rebuilders Association, Biltmore Hotel, Los Angeles.


This is
EIS
THE BRAKE PARTS LINE
BASIC MANUFACTURER OF QUALITY HYDRAULIC AND POWER BRAKE PARTS, TOOLS, EQUIPMENT, "SUPER" SAE BRAKE FLUIDS
Ask your EIS Distributor or write for catalog
EIS AUTOMOTIVE CORP.
Middletown, Conn.
DESIGNING
ENGINEERING
MANUFACTURING
all under one roof

Automotive NEWS BRIEFS

(Continued from page 9)

Garagemen's Convention Set for June 20-23

THE seventh annual convention of the Independent Garage Owners of America will be held Wednesday, June 20, through Saturday, June 23, at the Battery Park Hotel in Asheville, N. C.

George Miller of Salisbury, president of the Independent Garage Owners of North Carolina, said that a meeting of representatives of various segments of the automotive industry would be held, probably in Asheville, later this year to begin planning for the convention, which is expected to draw an attendance of nearly 500 persons from over the United States.

Bryan Davis of Raleigh, past president of the IGO of North Carolina and the new secretary-treasurer of IGOA, was the kingpin in getting the convention for Asheville.

Commercial Credit Names Jones for the South

DON S. Jones has been elected an executive vice president of Commercial Credit Corp., with responsibility for direction and supervision of operations in the entire southern part of the United States.

Most recently a vice president supervising the corporation's finance and loan operations in the middle west, Jones joined the organization as an accounting clerk in 1930.

John S. Tuthill also has been elected an executive vice president with similar responsibilities for the northern section.



Photo courtesy of NASCAR Newsletter.

NASCAR reports from its Daytona Beach headquarters that a new fad has sprung up in sunny California where the girls have become so interested in stock car racing that they're writing their favorites' names on their backs. Once they get a good sun tan, the names stand out for a long time.

The new Austin-Healey 3000 boasts a 136bhp, 2,912cc, six-cylinder engine. No-fade stops are assured by Girling disc brakes in front and large drums in rear. The choices offered include two or four seater, with or without overdrive, disc or wire wheels, soft top and /or removable fiberglass hardtop and a total of 15 different color combinations.



Norton Buick Is Sold In Oklahoma City

NORTON Buick Co. in Oklahoma City has been sold to James R. Dunn, Sr., the firm's manager for the past 13 years, and will operate in the future as Dunn Buick, Inc.

The company was established in 1929 by H. Mead Norton, prominent state Buick dealer and former legislator. The sale price was reported to be in excess of $300,000. No changes in personnel are planned, Dunn said.



Will he stop in time?

Did you know that, although it takes ONE MINUTE for a 100 horsepower engine to accelerate from 0 to 60 mph, brakes must be capable of decelerating from 60 to 0 mph in SIX SECONDS—equivalent to 1000 horsepower.

American Brakeblok—producer of America's safest, quality brake lining—has been working closely with highly skilled engineers of the automobile industry who are constantly seeking a brake lining that will stop a car faster and with greater safety, for thousands of miles longer.

Its research center, staffed with heat, wear and friction specialists and equipped with the most modern development facilities, is constantly developing a wide range of materials that give automotive designers greater freedom in drawing specifications.

These materials, thoroughly tested and proven, are available to meet the most rigid braking requirements of modern automobiles and trucks. Do your customers a real service—by making their driving far safer—install American Brakeblok, America's SAFETY brake lining. Riveted and bonded exchange—from your NAPA Jobber. Call him now!



AMERICAN BRAKEBLOK

P. O. BOX 21 • BIRMINGHAM, MICHIGAN

Automotive NEWS BRIEFS

(Continued from page 11)

Tarheel Garagemen Hear President of IGOA

"I WANT to see a respected society of garagemen."

That's what George W. Millikin of Youngstown, Ohio, president of the Independent Garage Owners of America, told the annual convention of the IGO of North Carolina at Raleigh's Sir Walter Hotel last month.

He outlined accomplishments by the IGO of Ohio through having an organization as the members' voice, including how they managed to combat competition from "bargain" brake shops. Millikin mentioned also savings realized in costs of insurance, stationery, promoting repair finance plans and higher shop volume.

R. E. Kirkland, Jr., of Wilson, president of the North Carolina Automotive Wholesalers Association, answered one of the garagemen's touchiest feelings toward their jobbers: selling parts at a discount to persons not entitled to receive the lower prices.

"No one can condone illegal discounts. It is a problem we must face for years to come. It is a problem we must solve by working together," and with that heavy applause greeted him.



"This car doesn't have horsepower now; it has jackass power."

"He's Slim, sir."



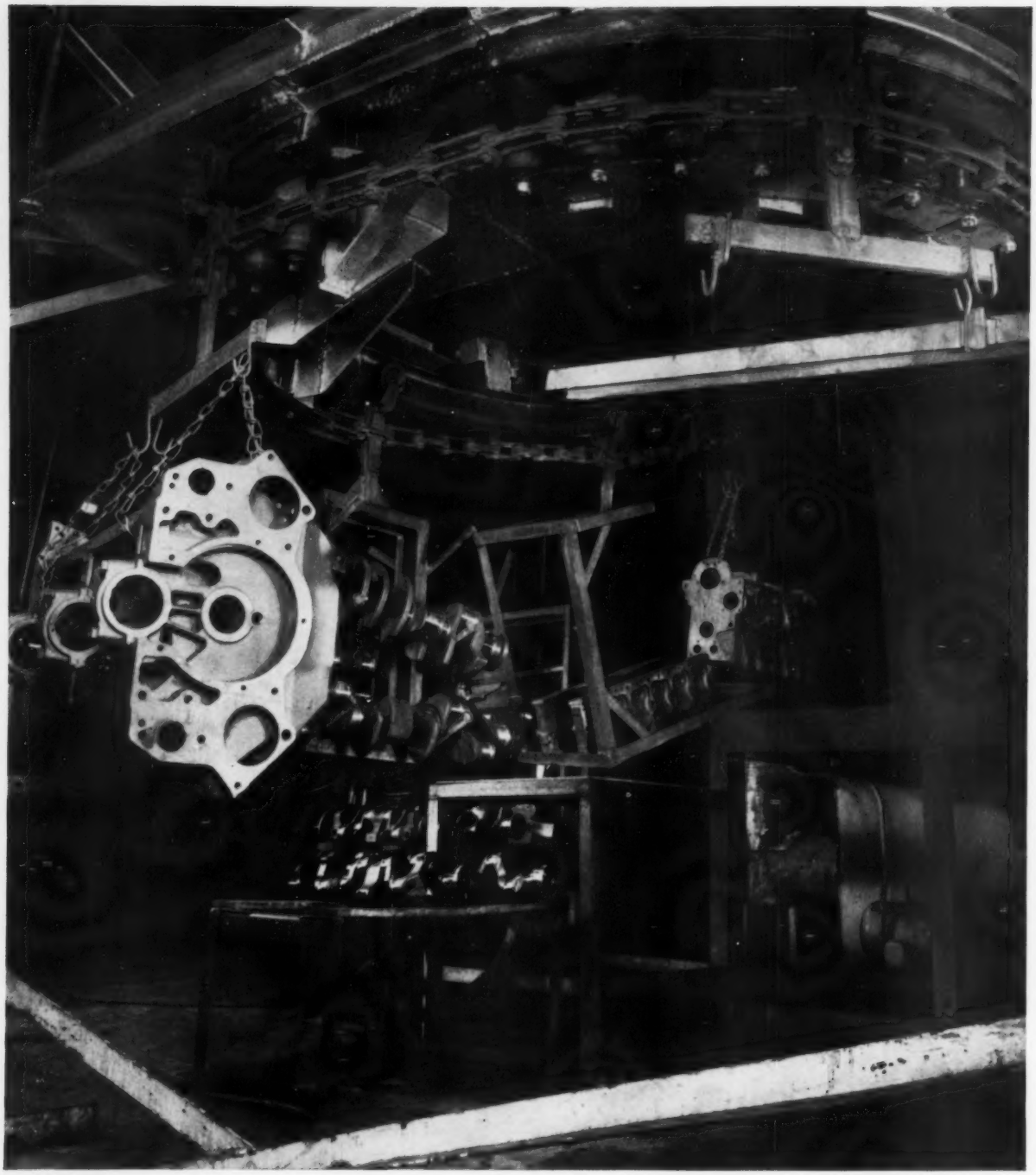
He presented NCAWA's trophy to the Salisbury unit for being the most outstanding during the past year.

A special memorial service was conducted by a minister for the families of three Hickory garagemen who died in a plane crash while returning from the IGOA convention in St. Paul, Minn., in June.

Ralph H. James, executive director of the IGOA, addressed a luncheon session *(see page 154)*. William C. "Bill" Herbert of Atlanta, editor of SOUTHERN AUTOMOTIVE JOURNAL, spoke at the annual banquet.

Raleigh jobbers sponsored a reception for the state convention.

New officers are Ray Orr of Charlotte, president; Ed Daugherty of Charlotte, Charles Barnes of Sims and Roy Mustin of Winston-Salem, vice presidents; Frank Williams of Raleigh, secretary-treasurer, and Bryan Davis of Raleigh, national delegate.



Here's how Rogers does the cleaning . . . the kind of cleaning it takes to produce a superior remanufactured Rogers engine. Over $100,000 worth of specially designed machines are used to return old blocks, heads, shafts and sheet metal to new material cleanliness. Finally, parts are inspected and hand brushed. Thorough cleaning means longer engine life, lower cost-per-mile operation. Your Rogers distributor has the cleanest remanufactured engines. Your reputation rides with the engines you install . . . so install Rogers engines exclusively!

ROGERS
Remanufactured
ENGINES

Automotive NEWS BRIEFS

(Continued from page 13)



This new Mercedes-Benz luxury model, the 300SE, features a light alloy fuel injection engine, automatic four-speed transmission, power steering and a unique air suspension system developed by Daimler-Benz A. G.



More powerful and roomier version of the Mercedes-Benz 190 and 190D (diesel) series has longer wheelbase and greater over-all length. The 190D is available with a more powerful engine rated at 60hp at 4,200rpm.

Chevy's Boss Visualizes Big Test in '60's

AMERICA'S free enterprise system during the 1960's will face its most severe challenges and offer the greatest opportunities in the country's history.

That belief, voiced by E. N. Cole, general manager of Chevrolet Motor Division and a vice president of General Motors, before the annual meeting of the West Virginia Automobile Dealers' Association last month, brought a warning of dangers to our free enterprise system because "too many people want everything 'free' but are unwilling to contribute the 'enterprise.'"

Cole said that while opportunities for business growth and prosperity will be at unprecedented highs, success will have to be earned because of the increasingly intense competition. The keen competition will also intensify the squeeze on profits at every level of our business, he added.

National emergencies during the past 30 or 40 years, Cole said, "have bailed out many inefficient business operations" in the U. S. He specifically mentioned the depression of the 1930's, World War II and the Korean conflict as having created pent-up consumer demand which made business success relatively easy.

"Now, with consumer demand at normal levels and assuming there will be no comparable national crisis in the near future, we may expect a genuine test of the free enterprise system at work. In its normal operation, the free enterprise system automatically rates efficiency and effectiveness."

Ford President Estimates 6½-Million Car Sales

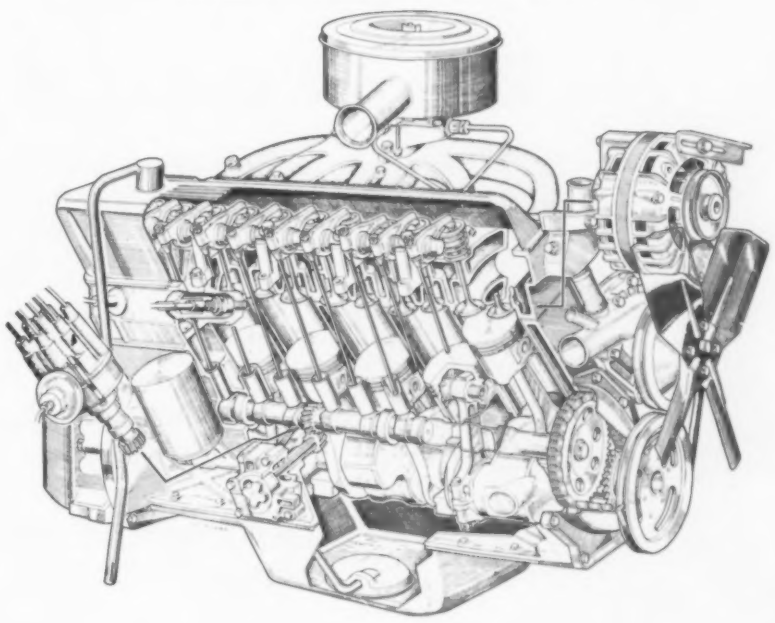
CAR sales for 1962 are indicated to be "better than a 6,500,000 car year," in the opinion of the president of Ford Motor Co.

John Dykstra also told SOUTHERN AUTOMOTIVE JOURNAL in an interview at Atlanta August 24 that he believed the lower-priced cars "will continue to bite deeply into the medium-priced market."

"The economy is turning up. The automobile market has been improving for several months," he commented, to indicate that "1962 is going to be a very good automotive year."

Dykstra began his career as an apprentice diemaker.

This is an exceptionally clear cutaway of the Dart six and Lancer 225-cubic-inch six-cylinder aluminum engine for 1962.





Best any time



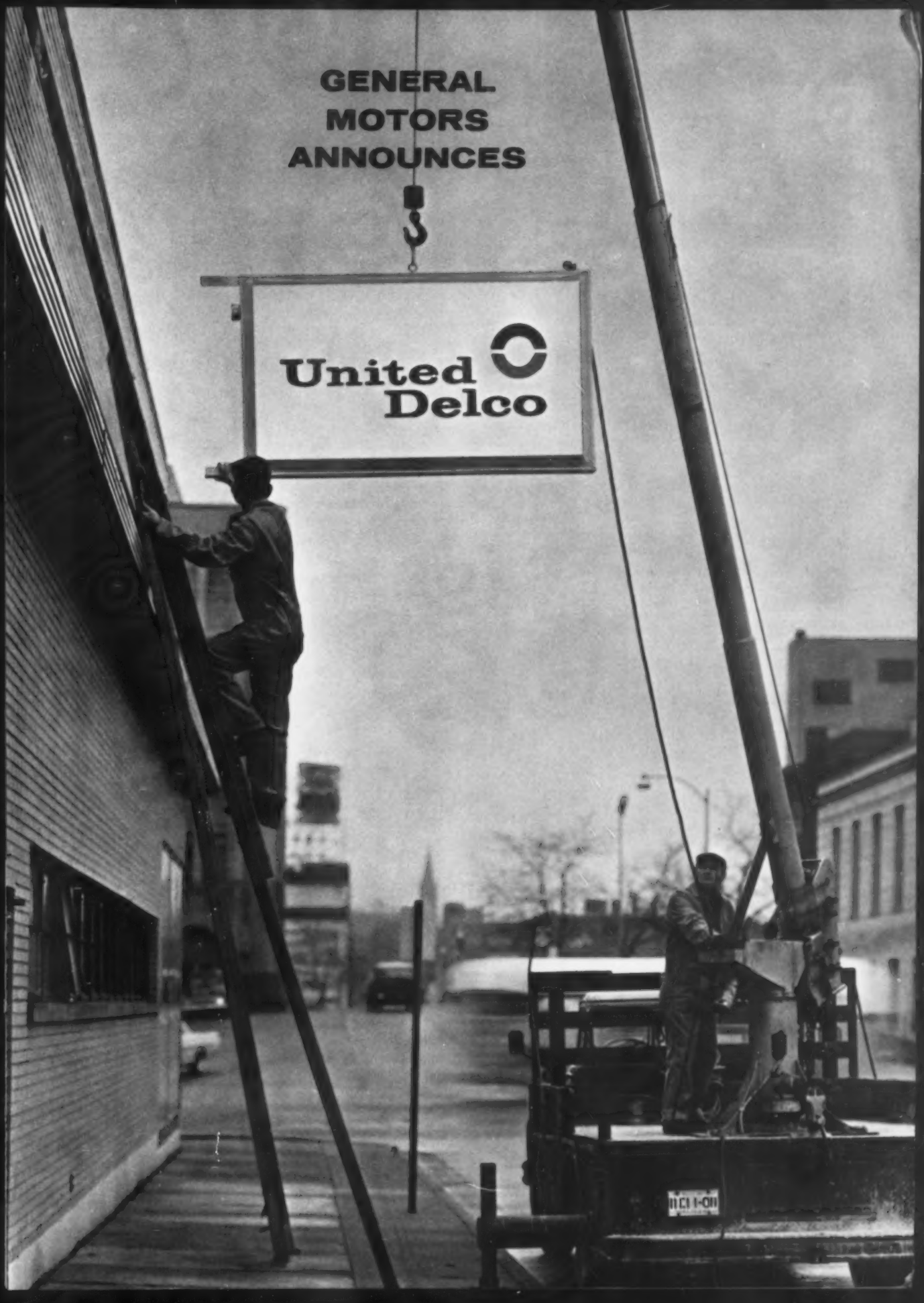
AERO-SEAL JET® worm drive hose clamps

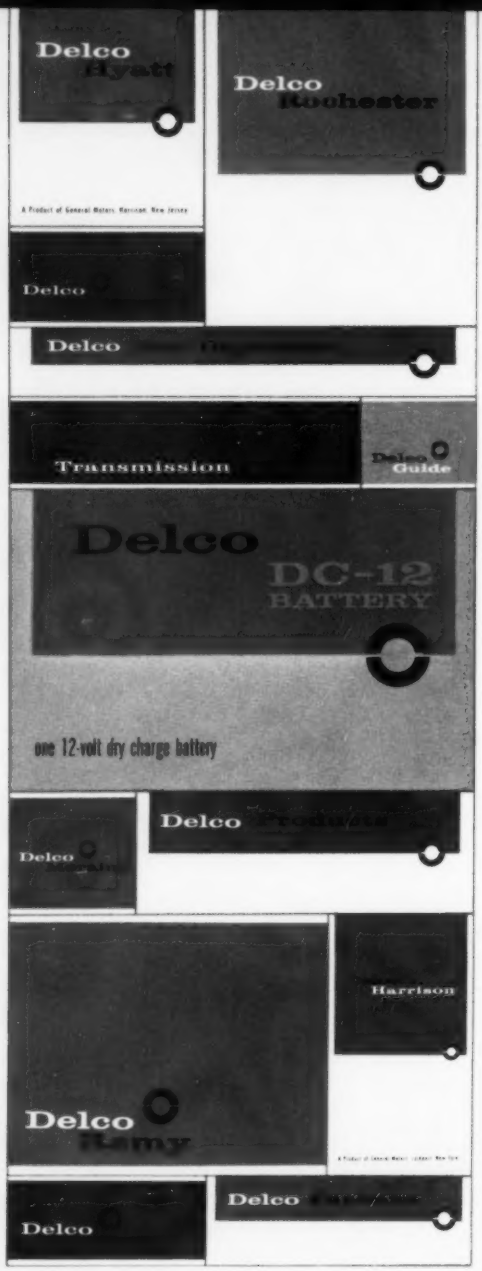
Whenever you're dealing with hose clamps (using them or selling them) you will find more plus features in AERO-SEAL than you can get anywhere else. The patented JET mechanism permits almost instantaneous installation but will never shake loose. The patented band slots are shaped and angled to prevent binding. The patented interlock of saddle and band eliminates spot welding. AERO-SEAL bands and saddles are 302-18-8 stainless steel, and all stainless is also available. You'll find no burrs or sharp edges because AERO-SEALS are finished to aviation standards.

AERO-SEALS come in diameters from 7/16" to 15 feet to solve a multitude of fastening problems. Don't accept less. AERO-SEALS are best any time.

BREEZE CORPORATIONS, INC.

700 Liberty Avenue, Union, New Jersey
Cable Address: Breeze, Union, N. J.


GENERAL
MOTORS
ANNOUNCES
United
Delco



NOW THERE IS

ONE NEW NAME
ONE NEW SYMBOL
ONE EASY WAY

TO ORDER, STOCK AND SELL AUTOMOTIVE PARTS

simply say Delco

Simply say Delco . . . and you've said it all! A new name for well-known automotive replacement parts manufactured by many General Motors Divisions . . . a new look for the Divisions themselves . . . a new identification—"United Delco," for United Motors Service, the organization which distributes the parts . . . and a new symbol—the Circle of Precision, to replace the familiar U-M-S oval. They all mean Delco, and Delco means more efficient, more convenient, more profitable business for you! ■ This new look extends all down the line, including the packaging . . . brilliant and color-keyed to simplify your displays, sales, inventory and supply. Everything in the new program takes full advantage of the famous Delco name . . . a name that consumers know and trust, and associate with quality and dependable service. ■ All you do is simply say Delco to your United Delco Supplier, and you have a complete line of consumer-accepted parts for tune-up and light repair. Then watch the money roll in!



Delco-Remy / electrical system parts

Delco Batteries

Delco Rochester / carburetors, repair kits and chemicals

Delco Packard / wire and cable

Delco Products / shock absorbers

Delco Harrison / thermostats

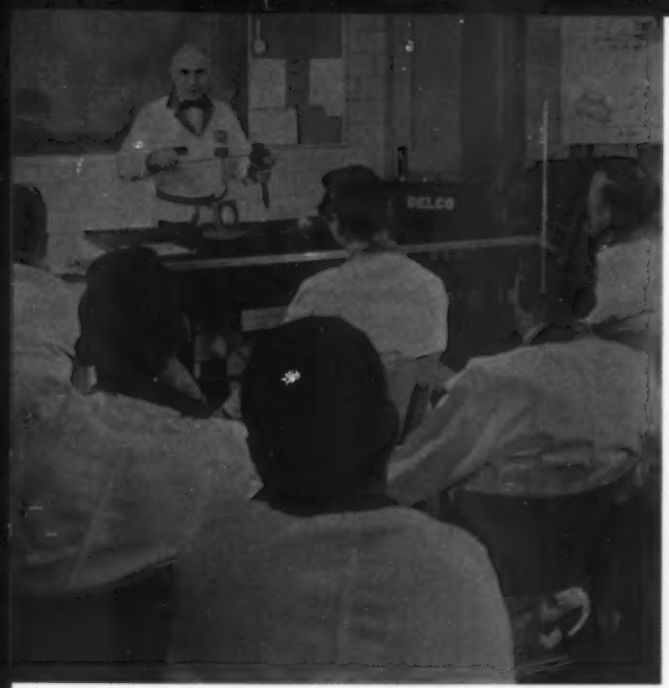
Delco Hyatt / bearings

Delco New Departure / bearings

Delco Guide / automotive lamps and lamp parts

Delco Moraine / brake fluid and brake parts

Delco Appliance / windshield wiper systems, heater, defroster and accessory motors



FREE SERVICE TRAINING . . . thirty schools, part of the GM Training Center Program, across the country for you and your employees to receive practical, scientific schooling in automotive maintenance and repair. These schools feature modern classrooms and equipment, small class enrollment with individual attention, free tuition and training materials. Courses cover: Tune-up • Light mechanical repair • Delco-Remy Electrical Equipment • Delco Rochester Carburetors • Hydra-Matic transmissions. Ask your United Delco wholesaler.



FAMOUS LINES . . . made even more famous by association with Delco. A recent survey of car owners revealed overwhelming consumer acceptance of the Delco name. With no prompting, 73% of car owners said Delco is the top name in automotive parts. Delco was first in batteries with 87%, first in shock absorbers with 67%, first in starting and ignition parts with 76%, first in brake parts, carburetors, cable, thermostats, always among the top five in almost any part you can name. It's easy to see the selling power of a complete Delco parts line.



UP-TO-THE-MINUTE SERVICE INFORMATION . . . complete, handy, easy to read and understand. You find the right part quickly for all fast-moving Delco lines. One application catalog covers 10 different Delco lines; the Delco TBA Service Manual provides complete service information for tune-up and light repair on all popular cars. Other manuals are available for more detailed service problems. Manuals are automatically up-dated with latest factory information. This Delco service saves you time, speeds customer service, stops costly *comeback* complaints.



EFFECTIVE ADVERTISING SUPPORT . . . you get excellent advertising support from every major advertising medium when you carry the Delco lines! Network TV and radio, consumer magazines, colorful outdoor boards . . . all pound home the Delco quality theme to car owners in your area. Sales aids, point-of-sale material, special service tools, local advertising to support sales at the peak of your selling season . . . all help to show and demonstrate to drivers that you're local *Headquarters* for skilled, efficient tune-up and safety service!



CAR DEALERS, SERVICE STATIONS, GARAGES . . . EVERYBODY BENEFITS THROUGH

United Delco

If your business is automotive service, if you operate a dealership, a service station, a garage, then Delco's for you! For wherever there's a demand for quality parts and skilled service, Delco fills the demand—to full measure! That's why consumers favor the place that sells Delco . . . they believe in the name and the product that accompanies it. ■ Why don't you profit from consumer acceptance by joining the national network of Delco Dealers? Your United Delco wholesaler representative can show you how. Then watch business grow, bolstered by a continuing program of seasonal promotions that Delco sends your way.



CASH IN ON TUNE-UP, LIGHT REPAIR AND SAFETY SERVICE WITH UNITED DELCO'S

"Pattern for Profits"

Since modern drivers demand safety and performance in their cars and are willing to pay for both, United Delco provides you with a sensible, scientific way to get your hands on those extra dollars.

How? Simply say Delco. Get Delco's Tune-up Center and Light Repair Center. In combination, they form an efficient, well-balanced service operation that will attract more customers for everything you sell. Start profiting now. Get the whole story from your United Delco wholesaler.

TUNE-UP CENTER . . . the right inventory of fast-moving Delco ignition and carburetor parts, correctly balanced for turnover. Four cabinets available, tailored to your requirements and priced from about $90 to $600, including cabinet and parts inventory.

LIGHT REPAIR CENTER . . . durable, compact. Features brake parts and fluid, shocks, bearings, stats—all Delco! Three assortments, from about $210 to $610, including cabinet and parts.



ANNOUNCING DELCO BATTERY'S '61 MAJOR PROMOTION . . .

12 FREE TRUCKS FOR



Here it is! The Delco Battery "Pocket of Profits" promotion . . . 12 free trucks and other prizes . . . ladies' diamond rings, stereo and hi-fi sets, color TV, sterling silver flatware, Frigidaire automatic washers and dryers, movie cameras, electric shavers . . . all to show how easy and profitable it is to sell Delco batteries!

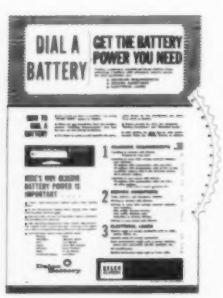
NOW—CHECK A BATTERY IN 5 SECONDS!

With the Delco-tronic Checker you can check battery voltage output while you check water and oil . . . in seconds! Spot bad batteries . . . sell new ones! It's a durable, lightweight, fully transistorized precision instrument, available at a special low price during the Promotion. Ask your United Delco wholesaler salesman to demonstrate it . . . and you're eligible for the contest prizes!

EVERYBODY WINS!

Yours free! Brand-new "DIAL-A-BATTERY," a mechanical display that shows customer which Delco he needs, plus WINDOW BANNER advertising 5-second battery check. Both yours when you mail entry blank.







Six New Chevy Trucks . . . ½-ton Fleetside pickups . . . all grand prizes during the "Pocket of Profits" promotion! Six battery dealers will win them—why not you? Each truck is equipped for complete road service with such features as: 4-speed transmission, 3,000-lb. rear springs, heater, directional signals, service lights, 4-ton wrecker with sling and other accessories. A profit-making addition for any service station, car dealership or garage.

DELCO BATTERY DEALERS!

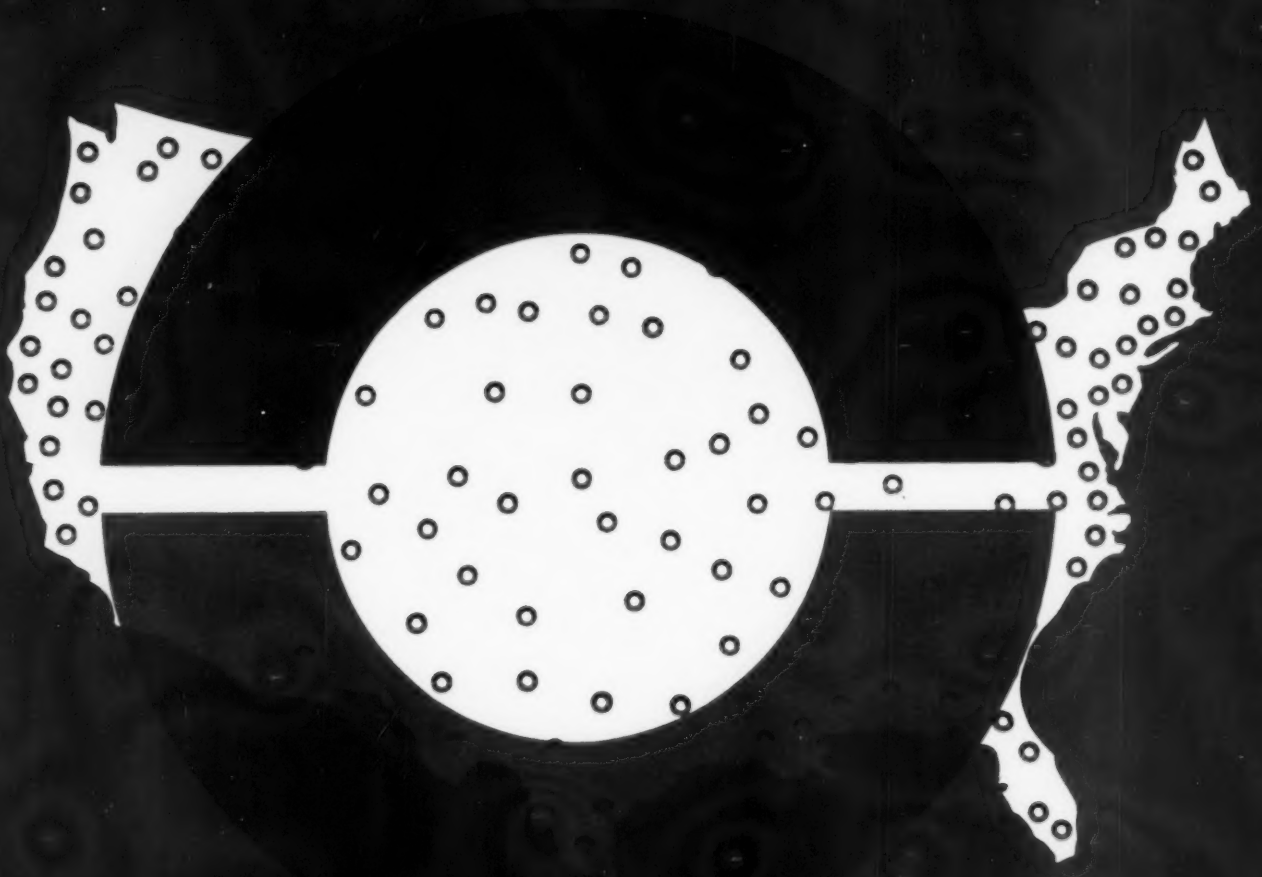
HOW TO ENTER THE "POCKET OF PROFITS" CONTEST

(see official entry blank for complete rules)

1. *Ask your United Delco wholesaler salesman for a demonstration of the 5-second Battery Checker.*
2. *Think of a name for the checker which you believe most aptly describes its convenience and business-building possibilities.*
3. *Write the name on the official, pre-addressed, postpaid entry blank and mail.*

Six New Corvair Trucks . . . popular Rampside pickups . . . they're all second prizes! With their curb side loading ramp, these trucks are just the ticket for easy-on, easy-off delivery. Six battery dealers will win them . . . all custom-equipped with 6-ply white wall tires, direct air heater, 2-speed wipers and windshield washers, wheel covers and two-tone paint.





ALL AROUND THE COUNTRY, YOU RECEIVE FASTER, MORE CONVENIENT, MORE PROFITABLE SERVICE WHEN YOU

simply say:

Wherever you are, you find that United Delco is nearby, ready to serve you in a hundred different ways. The organization is many things: convenient zone offices, well-stocked warehouses, service training centers, wholesale outlets . . . all strategically located across the country; and it is people . . . field men, service instructors, wholesaler personnel and many others, all with one goal—better automotive service. If increased profits and better service are the words you live by . . . why not join the most progressive parts distribution team in the country? It's as easy as calling your United Delco supplier.

UNITED MOTORS SERVICE, Division of General Motors

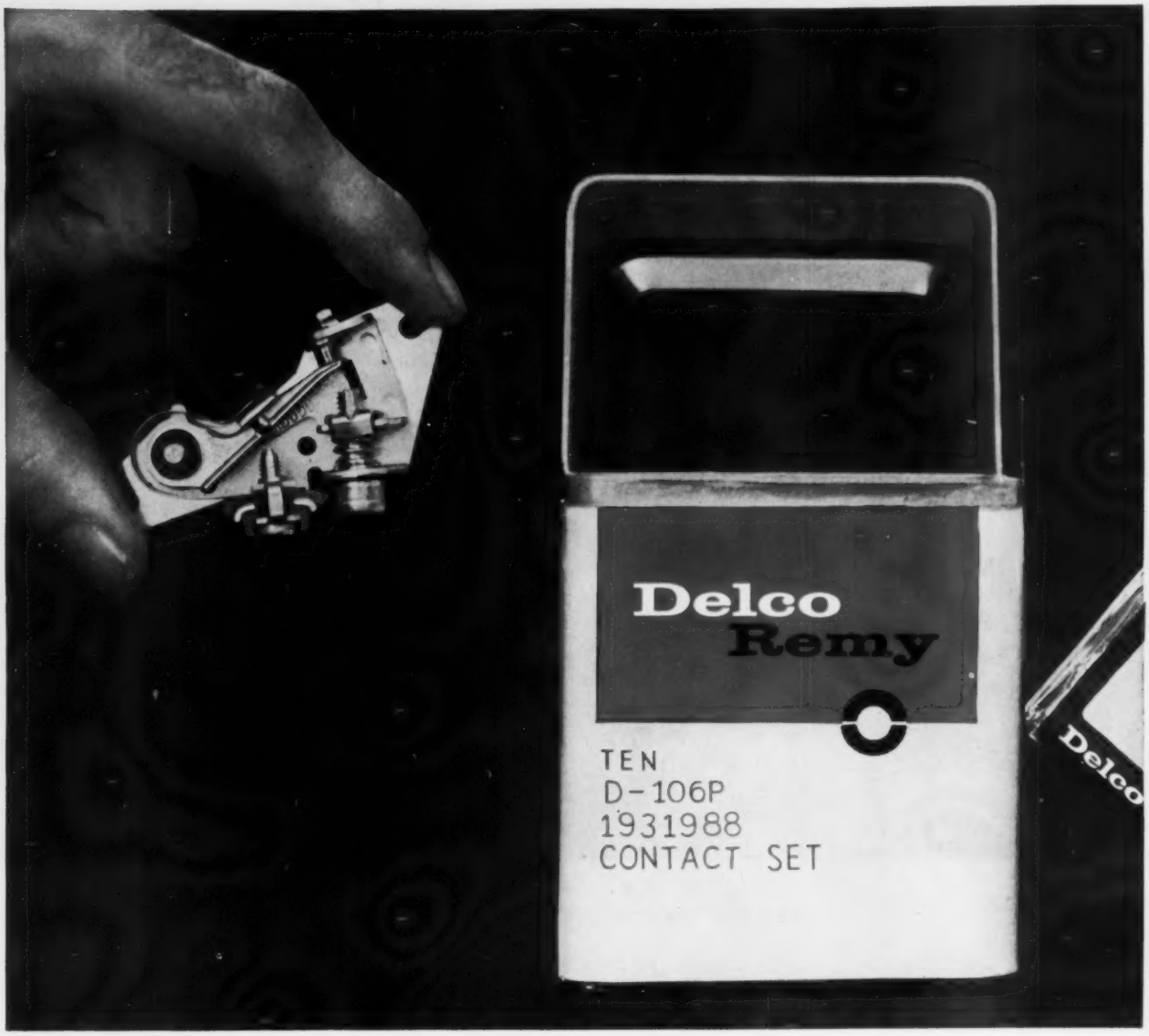


TO BE IN THE BEARING BUSINESS

simply say Delco

Delco New Departure and Delco Hyatt make it easy and profitable for you to be the wheel bearing expert in your neighborhood. Here's all you do! Remind customers that for safe driving, front wheel bearings should be serviced every 10,000 miles; keep an assortment of Delco New Departure Ball Bearings and Delco Hyatt Tapered Roller Bearings on hand so you will have the bearings you need for replacements on any car . . . millions of cars are factory-equipped with them. ■ No special equipment or training is required for bearing installation. And this is a good time to inspect and sell new grease seals, brake parts, wheel alignment and balancing, shocks, suspension parts and tires. ■ Your United Delco supplier has Delco New Departure and Delco Hyatt wheel bearing assortments that provide bearings for all popular requirements with a minimum initial stock investment. . . . Call your United Delco supplier today. Simply say Delco for **Delco New Departure** and **Delco Hyatt Bearings**, distributed nationally through **United Delco.**

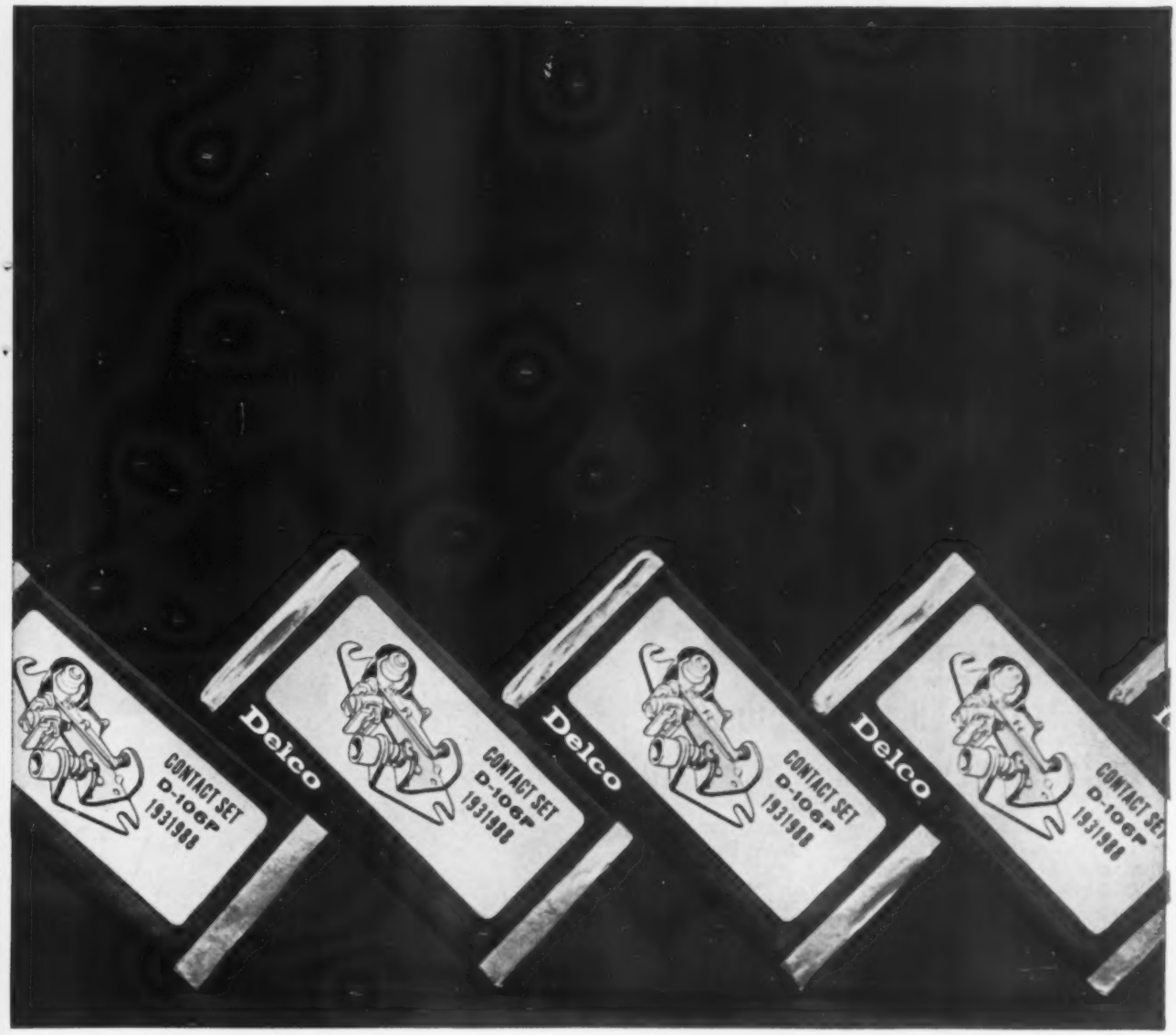
UNITED MOTORS SERVICE, Division of General Motors



WANT CONTACT SETS THAT MAKE PRECISION TUNE-UPS EASY?

simply say Delco

You save time when you install preassembled Delco Remy contact sets—save even more time on factory-adjusted units. They're available to fit most popular American cars and light trucks. And original-equipment quality gives you maximum protection against "comebacks." ■ Of course, this keeps your customers happy, too. They may never know about our sealed moisture-proof package that keeps contact sets factory-fresh. Or about our special fatigue-resisting spring, high-speed lever,



long-wearing points and rubbing block. Most likely, they'll just notice that their cars are performing better than they expected. And you'll get all the credit—which is all right with us. **Delco Remy** automotive parts are distributed nationally through **United Delco.**

DELCO-REMY • Division of General Motors Corporation • Anderson, Indiana

You can try to wear it out...but these

2 EXCLUSIVE FEATURES STOP YOU!



Binks Model 19 spray gun provides service—doesn't require it

The "heft" and appearance of spray guns are important features. But, the "proof of the pudd'n" is performance. Binks Model 19 spray guns have proved their dependability in the roughest test of all—field operation.

Around the world Binks spray guns provide reliable service . . . with minimum maintenance service. Here's why: when you look at a Binks gun some quality features are obvious: one-piece aluminum gun body, plated for surface protection . . . bronze, self-centering, tapered seat principle air nozzle . . . hardened or stainless steel adjustable needle valve (tungsten carbide tip available, too) . . . and a retainer ring which doesn't have to hold air.

But here are two exclusive features you can't see . . . but which make Binks spray guns last longer:

1 Single bronze insert incorporating (A) fluid inlet, (B) air passage tube, (C) threads for air and fluid nozzles, and (D) threads for fluid valve packing gland nut. Result: elimination of air nozzle retainer ring freezing . . . prevention of contamination from chemical reaction of two metals . . . stronger, more durable threads (bronze turns on bronze, not aluminum).

2 Bronze insert air valve chamber for the air valve cartridge. Result: bronze screws into bronze for a stronger, more durable bond for extending gun life.

For spray guns which provide service . . . but don't require it . . . buy BINKS.



Ask about our spray painting school. Open to all . . . NO TUITION . . . covers all phases.

Binks Manufacturing Company 3130-B Carroll Avenue, Chicago 12, Ill.

REPRESENTATIVES IN PRINCIPAL U.S. & CANADIAN CITIES • SEE YOUR CLASSIFIED DIRECTORY

See your Binks jobber for complete details; he's as close as your telephone. Or, write to the address below.

1347

Binks Everything for spray painting

"Stop at this sign for expert service,"

SAYS THIS "PRESTONE" ANTI-FREEZE TV COMMERCIAL!



The scene above is one in a series of "Prestone" Anti-Freeze commercials. It features the importance of proper winter servicing by experienced and well-equipped dealers.

Make sure you display the EARLY FROST "Special Package Deal" poster featured on TV!

Again, early this fall, "Prestone" Anti-Freeze will reach millions and millions of car owners—your customers—to advertise *your* complete winterizing package on network TV. You can best cash in on this advertising by displaying the new EARLY FROST "SPECIAL PACKAGE DEAL" poster...and by promoting complete winterizing service *right now!*

This poster sells your own special package deal for ALL FOUR pre-winter service jobs, including "Prestone" Anti-Freeze. Set your own package price in the circle provided and sell complete service instead of just a fill of anti-freeze.

Your customers will be seeing the EARLY FROST "SPECIAL PACKAGE DEAL" poster on TV and will be urged to stop at this sign for experienced service... *Oil Change, Lube Job, Complete Cooling System Check and "Prestone" Anti-Freeze.* The sign is contained in the FREE kit of "Prestone" Anti-Freeze dealer helps that your supplier has for you now. Remember, for greater all-around profits, SELL *ALL FOUR, NOT JUST ONE!*





Here's the "Prestone" Anti-Freeze TV Network Line-up. Begins September 16th. Biggest ever!

SURFSIDE SIX • ROARING 20's • NCAA PRE-GAME • CAPTAIN OF DETECTIVES • THE CORRUPTERS • ADVENTURES IN PARADISE
NBC-TV SAT. NITE MAJOR MOVIES • LAWRENCE WELK • NAKED CITY • THE OUTLAWS • LARAMIE • WORLD SERIES SPECIAL

UNION CARBIDE

"Prestone", "Eveready" and "Union Carbide" are registered trade-marks for products of
UNION CARBIDE CONSUMER PRODUCTS COMPANY • Division of Union Carbide Corporation • 270 Park Avenue, New York 17, N. Y.

This is– wix·O·MATIC



For Those Who Sell Filters... and Want to Sell MORE!

wix® FILTERS



WIX Oil and Air Filters are built to give the car owner extra value and greater engine protection...WIX-O-MATIC, the soundest merchandising system in the filter industry, gives you more sales and bigger profits. This statement is proved by thousands of dealers who know from first-hand experience how WIX-O-MATIC stimulates sales and stops losses.

With WIX-O-MATIC you never lose sales by "being out of" the filter you need...you never lose money because of excess inventory or obsolete numbers. And—sales are made quicker! With the Dial-O-Matic Cartridge Selector you can tell at a glance what filter is needed for any American-made car or light truck that drives in – most foreign cars, too. WIX-O-MATIC is available with wall racks for small stocks and floor cabinets for more active locations, and you get both FREE.

•

Get all the facts on WIX Oil and Air Filters and WIX-O-MATIC merchandising from your jobber, or write direct. Do it today.

WIX CORPORATION • GASTONIA, N. C.

In Canada: Wix Corporation Ltd., Toronto
In New Zealand: Wix Corp. New Zealand Ltd., Auckland

Now Ready for
IMMEDIATE DELIVERY

4 NEW portable BEARCATS



. . . and when you **COMPARE*** you'll agree their performance was WORTH WAITING FOR!

BEARCAT 120—the only Portable Service that makes DUAL BODY-FRAME PULLS—essential for unitized body correction!

Whatever your experience with portable body-frame equipment—you've got a NEW, MUCH MORE SATISFYING EXPERIENCE awaiting you with the new Portable Bearcats—MUCH MORE SATISFYING in FASTER, EASIER OPERATION—in PROFITS—in FREEDOM from ACCIDENTS and BREAKDOWNS—in doing MORE and BETTER JOBS!



BEARCAT 120—the EXTRA RUGGED Service that will handle ALL cars, even ¾-ton trucks. Exclusive Bear Pull-Yoke Assembly permits continuous 10" pulls with Power Tower in stationary position—makes simultaneous body-frame dual pulls.

5 years of testing and research and more than 30 years experience in manufacturing chassis correction equipment pays off for you in 4 new Portable Bearcats. All of the "bugs" have been ironed out—CORRECT operating techniques are perfected—now you can get MAXIMUM PROFITS from your body-frame work!

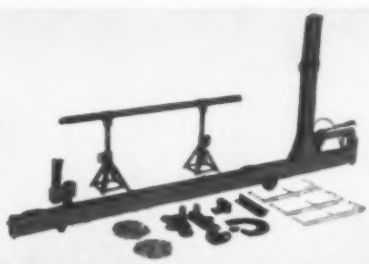
COMPARE*—like the car factories and insurance groups did and you'll get the same answer—Bear Portable Bearcats were WORTH WAITING FOR! Make your comparisons like the car factories did:

- Overall strength of equipment.
- Amount of power available.
- Working convenience—ease of operation.
- Size and weight to handle ALL cars.
- Number of simultaneous pulls possible.
- Completeness of operating instructions.
- Factory technical assistance.
- Manufacturer's experience in field.

$5,000 to $20,000 Extra Profits are Easy When You Pick Equipment that Fits YOUR Needs!



BEARCAT 118—bigger than most "Big" portables, easily handles body-frame damage on all makes and models. Extend up to 16½' working length.



BEARCAT 116—basically the same as the 118, but without the extension beam. Will handle most body-frame work the average shop encounters.



BEARCAT 114—our "baby" is more than a match for most of the "heavyweights" you've seen. You can breeze through most body work with ease with it.



BEAR®—*the most famous name in BODY-FRAME CORRECTION SERVICE*

This FREE BODY-FRAME GUIDE shows you how to pick equipment that will do the BEST job for YOU—either Portable or Stationary Services. Mail the coupon NOW!

© 1961 Bear Mfg. Co. B-207R

BEAR MFG. CO., Dept. S-5, Rock Island, Illinois
Send me the FREE New Bear Body-Frame Service Guide.

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only

McQUAY-NORRIS

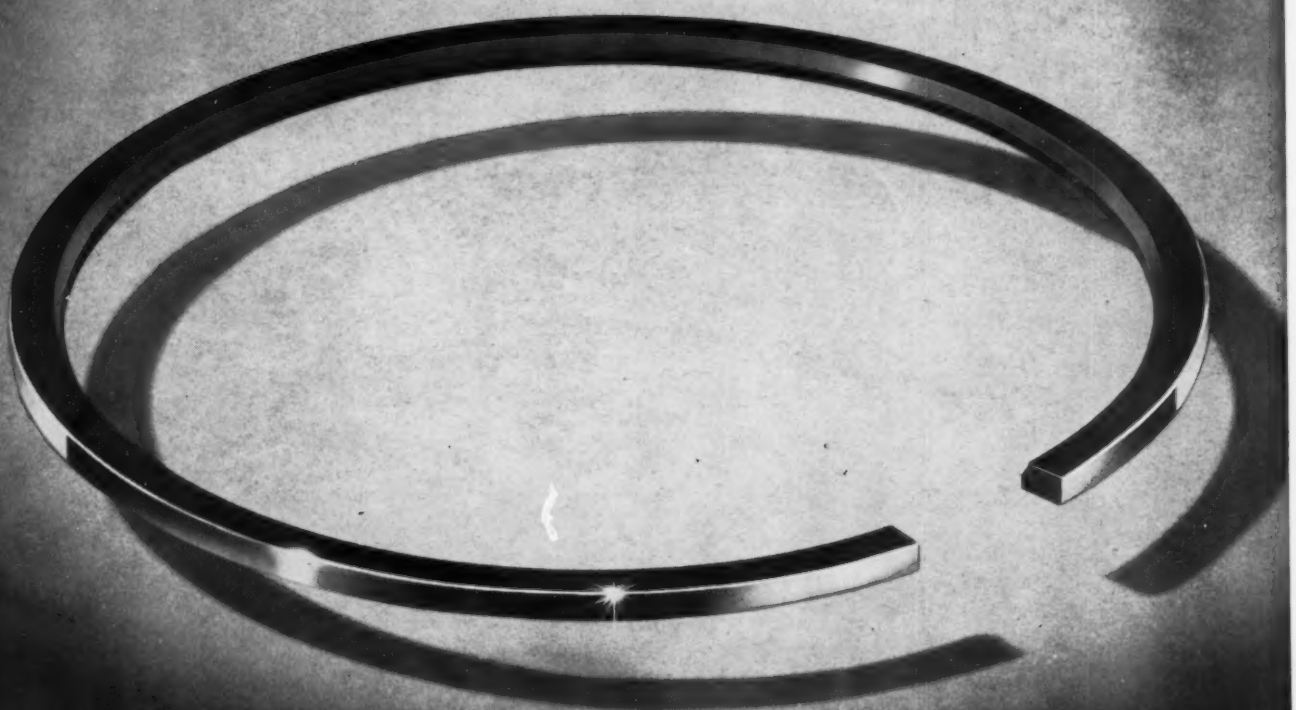
PISTON RINGS

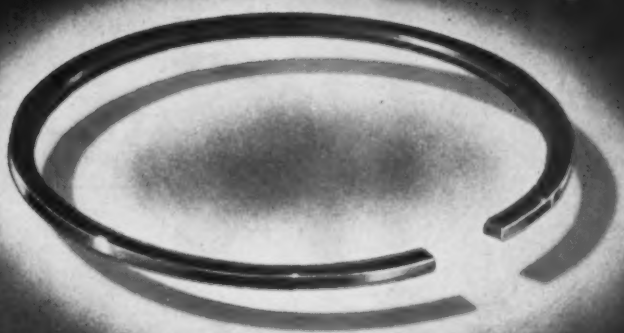
give you

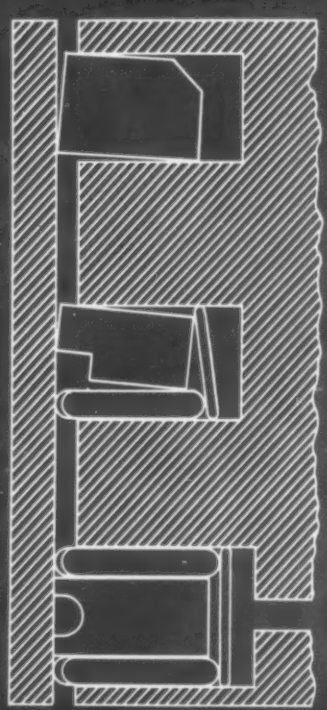


SEVEN WIPING EDGES

–to restore lost compression and horsepower ... eliminate oil consumption







SEVEN WIPING EDGES

The famous Leak-Proof piston ring set (including the outstanding "400" oil ring) has seven wiping edges. No other ring set has so many wiping edges to save your customers gas and oil.

There's a reason why so many thousands of mechanics use nothing but McQuay-Norris Leak-Proof piston rings—it's the complete customer satisfaction that comes from the new car performance and operating economy that Leak-Proof piston rings give. And there's nothing like satisfied customers to insure your consistent profits.

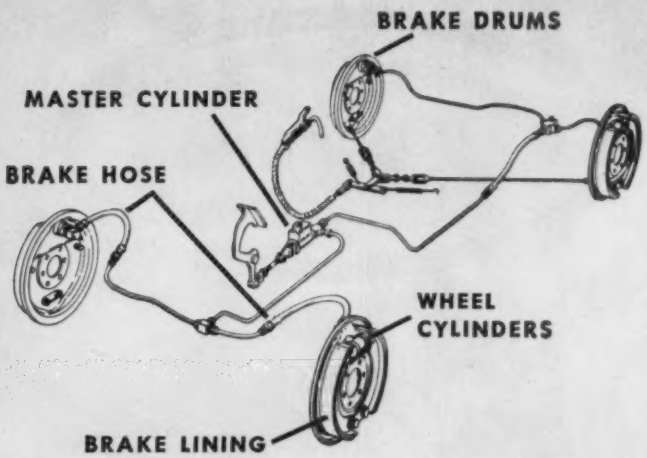
McQUAY-NORRIS

McQUAY-NORRIS
MANUFACTURING CO.,
ST. LOUIS • TORONTO



HERE'S HOW to turn out that make cars safer...

DANGER SPOTS to CHECK when BRAKES are serviced...





You're always right with the Quality Line

Wagner® Lockheed®

the best known—and most trusted name in brake service products

LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING and LINED BRAKE SHOES • AIR HORNS • AIR BRAKES • TACHOGRAPHS

better brake service jobs and customers happier!

Standardize on

Wagner® Lockheed

BRAKE PARTS...FLUID...LINING

...products that function correctly so that cars can stop safely

At least five possible danger spots should be checked when brakes are being serviced. For safety's sake—be sure to inspect the master cylinder . . . brake hose . . . brake drums . . . wheel cylinders . . . and brake lining. Skip *none!*

If brake replacement cylinders, hose, fluid or lining are needed—restore original braking efficiency by using Wagner® Lockheed® Products . . . It's a sure way to turn out jobs that make cars safer—and customers happier . . . It's easy—and profitable.

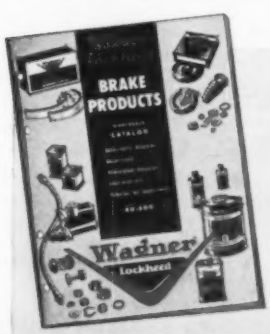
Wagner Lockheed Replacement Brake Parts are manufactured by the same machinery—to the same specifications—as parts used for original equipment. Line includes master and wheel cylinders, repair kits, pistons, springs, washers, cups and brake hose for every make and model vehicle. Line also includes POWER BRAKE REPAIR KITS and parking brake cables.

Wagner Lockheed Brake Fluid with T.R.I. (Temperature Resistant Ingredients) is chemically balanced to function efficiently under all driving conditions . . . surpasses S.A.E. specifications, meets State laws, and conforms to Federal specifications.

Wagner Lined Brake Shoe Sets are supplied with lining contour ground to compensate for normal drum distortion. "How-to-do-it" Installation Instructions, and a "thank-you" Dash Tag are packed with each set. Line also includes sets, blocks, rolls, and slabs.

Become a Franchised Dealer—enjoy special benefits. For details, ask your Wagner Distributor—or write us. Learn how easily you can qualify.

Wagner Electric Corporation
Manufacturers of LOCKHEED® Products



FREE—

Ask for Catalog AU-500 . . . it covers the complete Wagner Lockheed line of top-quality brake parts, fluid, lining and lined shoes. Better request a copy now—before the supply is exhausted.

Wagner Electric Corporation
6362 PLYMOUTH AVE., ST. LOUIS 33, MO., U. S. A.
(Branches in principal cities in U. S. and in Canada)

Please mail us Catalog AU-500

NAME_____

FIRM NAME_____

ADDRESS_____

CITY & STATE_____

WA61-5

ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

WHO BUT CHAMPION

PARTS REBUILDERS

have 34 individual quality control check-points



to assure "tailored performance" for every remanufactured carburetor!

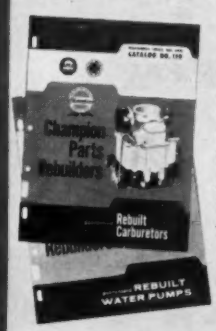
Throughout the entire rebuilding process, every step is carefully checked to assure absolute maximum care and precise workmanship. Champion's rebuilding program is based upon a consistent 100% Uniform Quality Control Policy. Our minimum "New Parts Added" requirement applies to every unit, enabling us to bring back the original life and performance into the FULL LINE of these popular carburetors:

- **ROCHESTER**
- **HOLLEY**
- **FORD**
- **STROMBERG**
- **CARTER**

All Passenger Cars and Popular Trucks



Complete "Flow-Bench" Pre-Testing and Pre-Adjusting... assures maximum operating efficiency, eliminates time-consuming adjustments. You install it—and forget it!



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EXCLUSIVE JOBBER SERVICE:



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ASIA REBUILDERS DIVISION MEMBER

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AN UNBEATABLE SAFETY COMBINATION



HEIN-WERNER JACKS and STANDS

—help use *all* your space to produce income

—relieve tie-ups of fixed lifting equipment

—speeds muffler, shock, filter, and brake replacement

HEIN-WERNER SAFETY STANDS

. . . a *must* for every shop or station. Instantly adjust to desired height and lock in place automatically. Offer stable, proper support for *safer* undercar work. Relieve jacks for use on other jobs—no tie-up of equipment. All H-W SAFETY STANDS factory tested to support 50% overload. At your H-W Jobber now at these economical suggested prices:

Model CS-211, 2-ton cap., ... (per pair): $17.50
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Model CS-7.20, 7-ton cap., ... (per pair): $35.60



HEIN-WERNER "K" 2-ton HYDRAULIC SERVICE JACK

. . . lifts full 24 inches for fast, safe, quick access even in close quarters. Safety valve prevents overloading; ram travel controlled by positive stop. Compact and easy to maneuver; — easy to operate. Jack features roller bearings in front wheels and ball bearing casters. White swivel saddle speeds proper spotting under load; makes secure contact until SAFETY STANDS are positioned. At your H-W Jobber now at this suggested price:

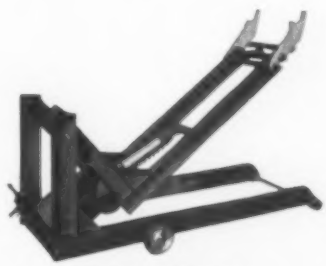
Model K (standard service) 2-ton cap.: $153.60



HEIN-WERNER "55" PACER

. . . with Bi-Level Swivel Saddles properly lifts *all cars;* raises either end to permit fre'er access to under-chassis. Offers more lift, span, and reach to correctly raise loads up to 33 inches. Every "55" PACER powered by a 3 ton jack with safety setting at 1½ tons for longer, safer performance. Buy the *best* Hydraulic Twin Saddle Jack and always *work safe* with SAFETY STANDS. At your H-W Jobber now at this suggested price:

Model "55" Hydraulic, 1½-ton cap., $124.50



HEIN-WERNER PORTABLE AIR LIFT

. . . smooth cantilever action raises loads to a high of 52 inches. Ideal for tire and brake service, muffler and tail-pipe replacement. When used with H-W CS-5.17 Pivot-Head SAFETY STANDS all four wheels of the vehicle are cleared in a jiffy. Especially suited for outside service on aprons and drives; fully air-operated and completely portable. Positive automatic safety lock prevents accidental lowering. At your H-W Jobber now at these suggested prices:

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Keep your shop up-to-date with Hein-Werner's SAFETY COMBINATIONS . . . dependable, safe jacks best suited for your service needs *plus* the proper capacity of SAFETY STANDS. Get full facts now from your H-W Jobber, or write, wire, or call us for details.

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WAUKESHA WISCONSIN



55' PACER | FLOOR JACKS | STANDS | UNDER AXLE JACKS | AIRLIFTS | PUSHMASTER and "PUSH & PULL" | BIPOD JACKS | TRANSMISSION JACKS

PRECISION AT WORK...BUILDING PROFITS!

A $3,800 EXTRA PROFIT CAN BE YOURS ANNUALLY . . . doing just 2 jobs a day with the famous Alemite "On-the-Car" Wheel Balancer! In a little over a month, your new balancer pays for itself — completely. What's more, balancing service uncovers related TBA sales that give your profits an additional boost. Even with the barest minimum of 3 jobs *per week*, a clear profit of well over $800 is yours annually. And you save money, too! The Alemite Wheel Balancer is complete! No extra attachment to buy —and it never becomes obsolete!

Compare Alemite with all others...see how you can be dollars ahead in profits... with equipment from the leader in Automotive Service Equipment!

MOVES ANYWHERE—WORKS ANYWHERE! Alemite "On-the-Car" Wheel Balancer is easily operated, self-contained, precision built. Exclusive hand strobe light and pickup gives accurate meter reading indoors or outdoors—proves to your customer the need for a balancing job—shows him the perfect results when the job is completed. Gives *both* up-and-down and side-to-side correction!





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SPECIALIZED LUBRICATION JOBS PAY OFF! Alemite Specialized Hand Guns help you get the *right* lubricant in the *right* spot. You do a *better* job, your customers are more satisfied, you save time on wheel bearing jobs, steering gear, other specialized points!

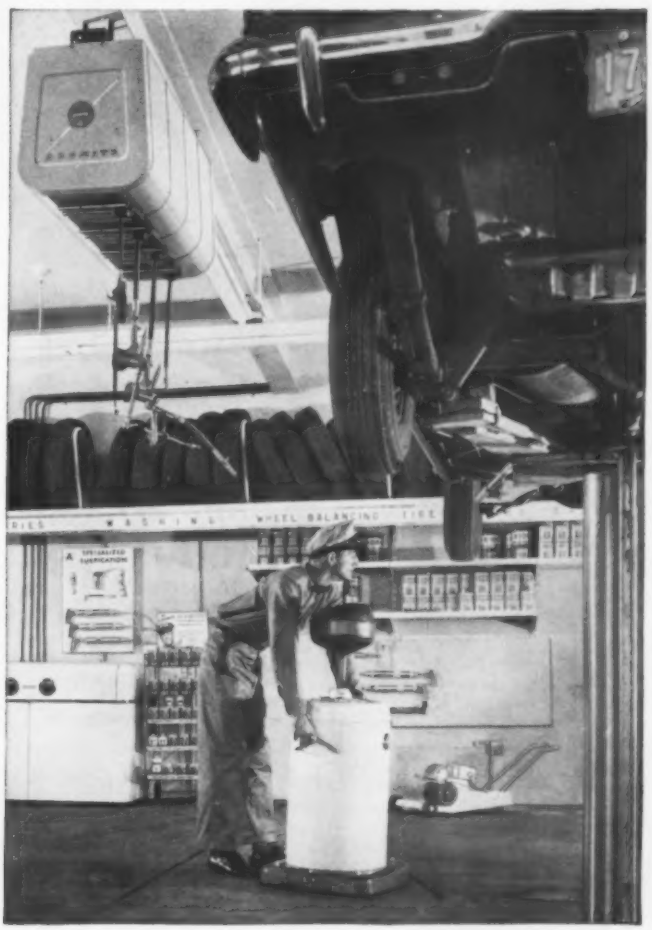
Symbol of SW Excellence

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DIVISION
STEWART-WARNER
CORPORATION

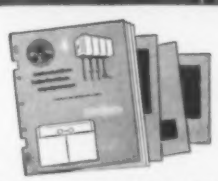
Dept. DH-91, 1850 Diversey Parkway, Chicago 14, Ill.

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CASH IN ON FAST LUBE SERVICE! If your lube bay is just an ordinary low-profit area, turn it into a gold mine with Alemite Strato-Line Lubrication Equipment. You save time and labor costs... get faster turnover... because no other pumps give you such instant power—with no time lag—every time the gun hits the fitting.



Send for a free, fact-filled booklet telling the whole, big-profit story of Alemite Equipment. Indicate which specific products you are most interested in.

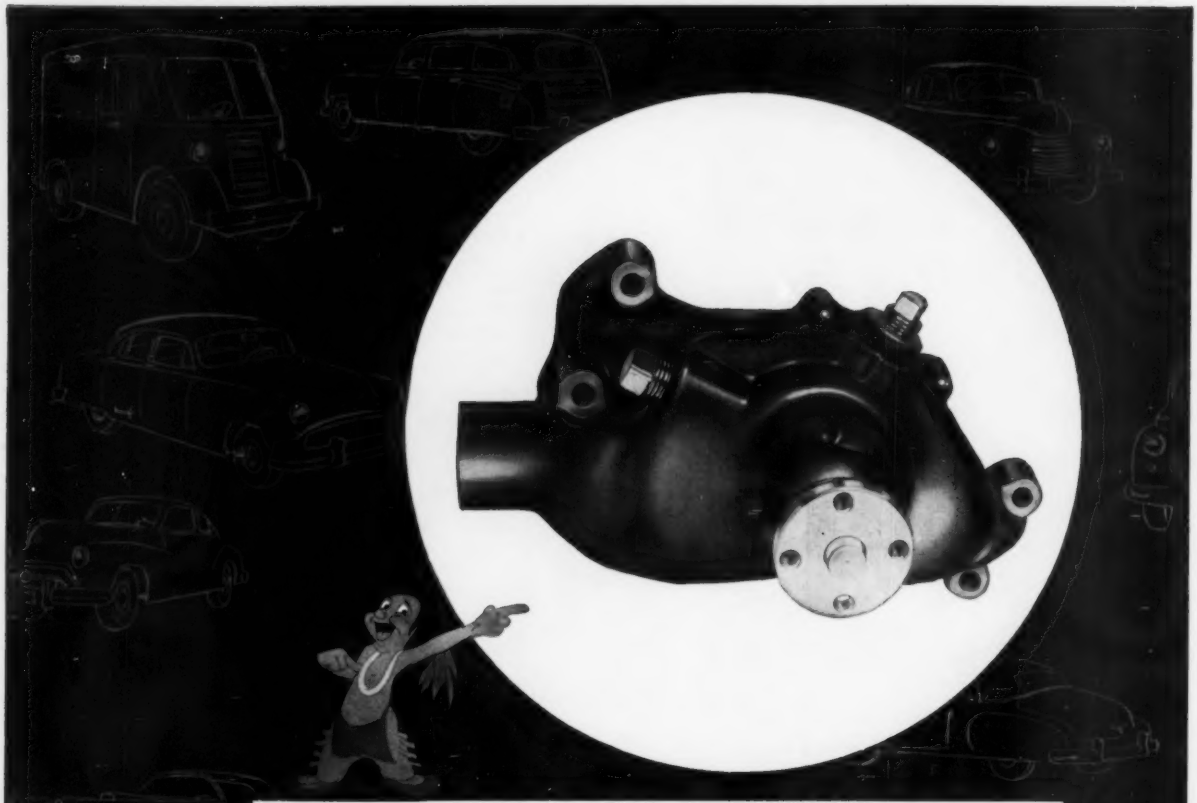


WHEEL BALANCER ☐ Automotive Lifts ☐ Strato-Line Lubrication Equipment ☐ Wheel Aligner ☐

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THOMPSON PRODUCTS
VACUUM TESTED WATER PUMPS
never need greasing

Only a precision built, vacuum tested water pump can be greased for life. And that's the story of Thompson factory duplicate pumps. Skilled hands machine and hone each Thompson pump part for precision fit. Critical engineers torture test each model for the equivalent of the car's operating life. Each and every pump is vacuum tested against the most minute seal or assembly defect. *And as a final assurance of long, trouble-free life, Thompson water pumps are greased for life.*

To get the water pump you need, to be sure of reliable service and a satisfied customer—specify Thompson. There's a factory duplicate for virtually any car in use today—regardless of make, model or year.

Sold thru the world's finest jobbers

Thompson Products Replacement Division

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Cleveland 3, Ohio

STOP IT!



GET NEW PROFITS FLOWING!

START RECOMMENDING WYNN'S Friction Proofing RADIATOR ADDITIVE WITH EVERY CAR YOU WINTERIZE!

With just one can and just one easy application you can

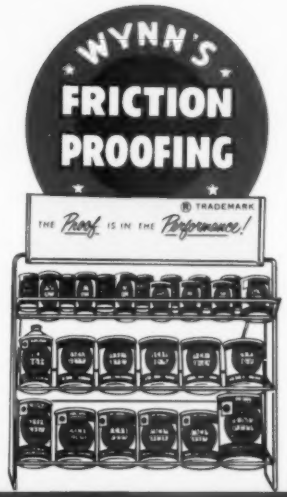
- give your customers complete cooling system protection
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- lubricate the water pump and protect all moving metal parts from wear with exclusive Wynn's Friction Proofing

New homogenized formula leaves no oily film or scum around radiator fill pipe—completely compatible with all types of anti-freezes and coolants.

Recognized by new car manufacturers and the makers of anti-freeze and modern year-'round coolants

BACKED BY THE BIGGEST ADVERTISING EVER!
1961's exciting TV & Radio Sports Spectaculars paid off in spectacular sales. And there's more advertising to come! **Top nighttime TV,** network radio, magazines, newspapers. It's your biggest profit package yet! Keep those racks filled up!

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WYNN'S FRICTION PROOFING DISTRIBUTOR
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LOOK WHAT YOU GET!

WITH NEW VICTOR OIL SEAL ASSORTMENTS



All-steel baked enamel cabinet, 19½" x 21¼" x 7". Includes pressure-sensitive number tags, stock record card and application chart.



Sturdy welded wire rack for counter or wall, 20" x 26" x 11". Pressure-sensitive number tags, stock record card and application chart.

STORAGE CABINET OR COUNTER RACK

Get the oil seal assortment that suits your requirements best—*plus* your choice of storage rack OR cabinet at no extra cost. And that's not all. With Victor's free renewal stock listings and application data—an exclusive new service—you can keep your stock current and your storage unit useful year after year.

Victor's new assortments contain the seals you need most often—all precisely built to original equipment standards and all "fast movers." Don't miss out on this unique offer. Order from your Victor Jobber now; use catalog numbers given below.

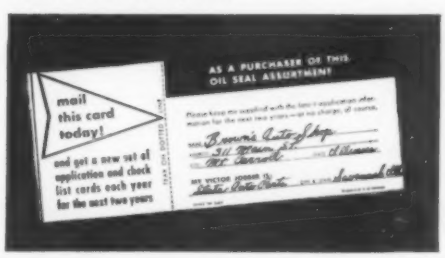
Complete Assortment of Front and Rear Wheel Seals
45 Different Items—104 Seals total
JV22ER Rack and Assortment **JV22EC** Cabinet and Assortment

Small Assortment of Front and Rear Wheel Seals
27 Different Items—66 Seals total
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Assortment of Front Wheel Seals Only
23 Different Items—56 Seals total
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FREE RENEWAL LISTINGS SERVICE
to Keep Your Stock Up-To-Date

Be sure to fill out and return this postage-free card found in each assortment. It insures your getting up-dated stock listings and application data as they are issued. Victor Mfg. & Gasket Co., P.O. Box 1333, Chicago 90, Ill.—Canadian Plant: St. Thomas, Ont.



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Sealing Products *Exclusively*

GASKETS • OIL SEALS • PACKINGS

The 100% Coverage Line . . . for Cars, Trucks, Tractors, Stationary Engines

SPECIAL FROM WESTINGHOUSE!





$9.95 VALUE! TX-25 Kit complete with: All brass fittings • Propane cylinder • Pencil burner head • Utility burner head • Soldering head • Flame spreader • Flint sparklighter • Metal carrying case (Replacement parts available everywhere).

GET THIS BERNZ-O-MATIC TORCH KIT FOR ONLY $4.60 WHEN YOU BUY ANY 12 WESTINGHOUSE SAFE-T-BEAM® HEADLAMPS

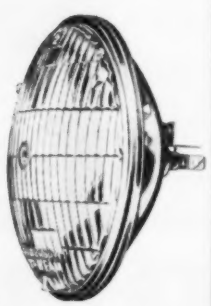
HERE'S HOW TO ORDER:

12 Westinghouse 6006, 6012 or 6013 Headlamps and Torch Kit—$24.76*

12 Westinghouse 4001 or 4002 Headlamps and Torch Kit—$22.24*

LIMITED TIME OFFER!

Don't delay—order today from your nearest Westinghouse Lamp Division Sales Office or your Westinghouse headlamp supplier.



(*Sugg. Dealer Cost)

Now—while you make money with high-profit Westinghouse Safe-T-Beam headlamps...you can save money on a terrific Bernz-O-Matic Torch Kit. Worth $9.95, it's yours for only $4.60 during the Westinghouse Safe-T-Beam headlamp offer. You'll use it for dozens of jobs around the home or at the shop—paint removal, sweating copper tubing, tile setting, soldering. Get yours today! *You can be sure...if it's Westinghouse.*

Westinghouse

Westinghouse Lamp Division, Westinghouse Electric Corporation, Bloomfield 2, N.J.

Set the pace in sales with...

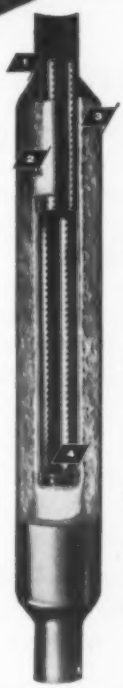
THE NEW UNITIZED DESIGN

Pacemaker

GLAS-PAK MUFFLER

Get them from your NAPA Jobber





A New Concept in Exhaust System Performance

Here's a muffler created especially for the automotive enthusiast looking for a new high in performance, economy and long life.

Pacemaker's deep surging mellow tone imparts a feeling of power and dash. Its all new, Unitized construction provides longer life and resistance to road shock, vibration and backfire. And, its "straight-thru" design virtually eliminates back pressure restriction . . . permitting maximum engine power and fuel economy.

See your NAPA Jobber now for Pacemaker mufflers, pipes and accessories. You'll set a new pace in sales and profits with Pacemaker!

high performance features...

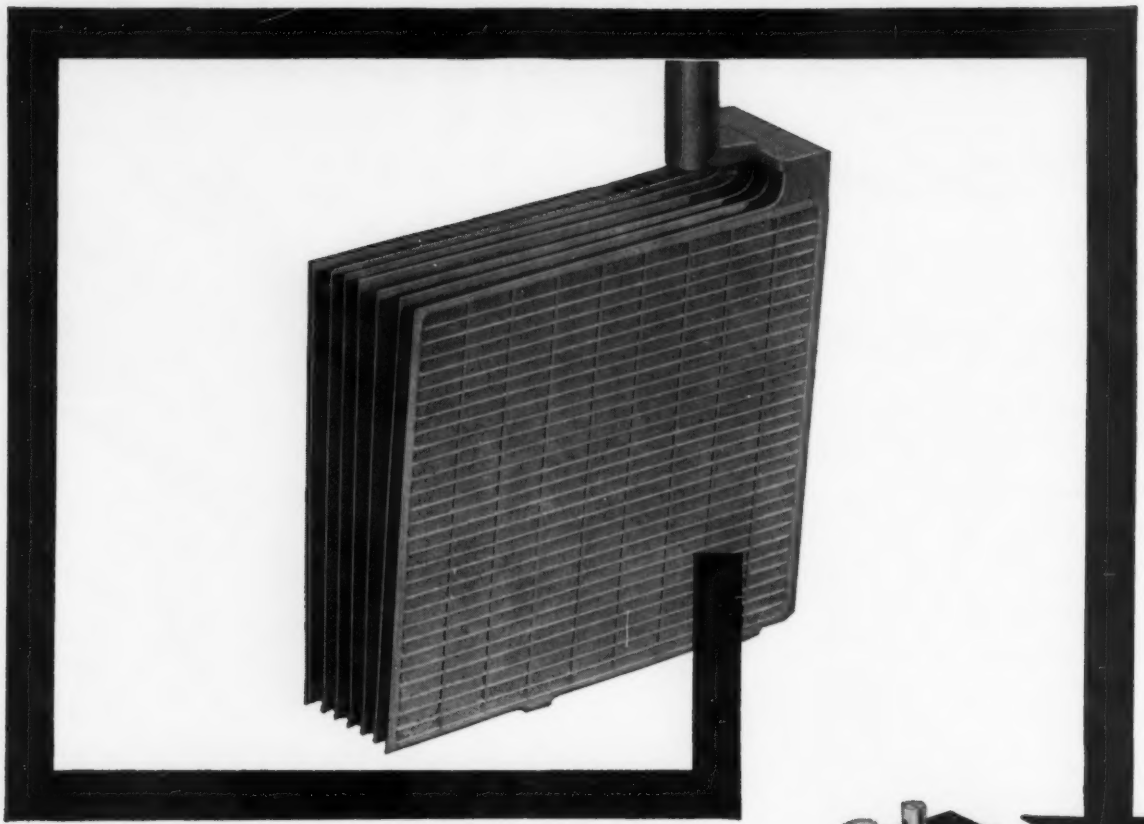
1. Scientific "Straight-Thru" Design for Faster Acceleration — More Power — Maximum Gasoline Mileage
2. Dual Tone-Controlled with Two Special Glass Fibre Materials for a Pleasant Low-Pitched Exhaust Tone
3. Extra Heavy Gauge Unitized Shell-Head-Bushing Design for Greater Strength and Longer Service Life
4. Accurately Designed for Fast, Easy Installation and Safe Gas-Tight Fit

PACEMAKER is a product of DeKoven . . . makers of

Soundmaster exhaust systems

ask your NAPA jobber for Pacemaker catalog and promotional aides

DE KOVEN MANUFACTURING COMPANY, Racine, Wisconsin, U. S. A.



Blast off power at the twist of a key!

Explosive starting power is yours at the twist of an ignition key from these Gould-National battery plates. And the power's kept there by a patented construction process which uses the chemicals Silver and Cobalt to: (1) give 300%* greater protection against overcharge—the nation's number one battery killer, (2) reduce battery "sulfation" resulting from undercharge—the nation's number two battery killer.

Another Gould-National exclusive is the new "Sealed till Sold" ring. This plastic seal covers the positive post until battery is used—assures you and your customer of factory fresh starting power.

Both are available only from Gould-National . . . at no increase in cost. Interested? Write for complete information on a Gould® or National® brand franchise.

**Based on SAE standards*



1 Silver-Cobalt positive plates
2 "Sealed till Sold" ring
3 Bi-Plak® separators
4 negative plate group
5 Deepwell® construction
6 anti-splash vent caps
7 hard-rubber container

GOULD-NATIONAL GN BATTERIES, INC.

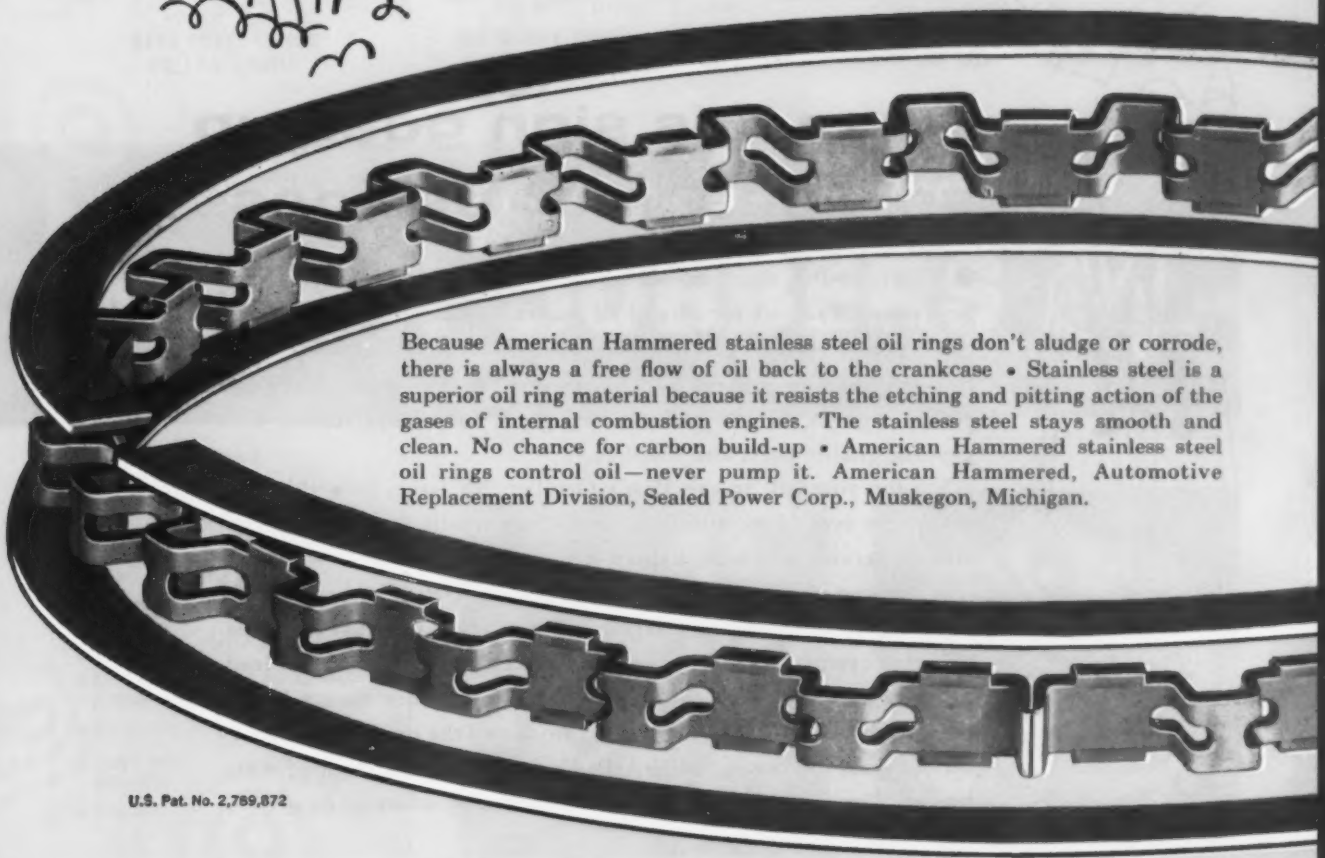
AUTOMOTIVE BATTERY DIVISION

GOULD-NATIONAL BATTERIES, INC.

St. Paul 1, Minnesota

They don't sludge or corrode





Because American Hammered stainless steel oil rings don't sludge or corrode, there is always a free flow of oil back to the crankcase • Stainless steel is a superior oil ring material because it resists the etching and pitting action of the gases of internal combustion engines. The stainless steel stays smooth and clean. No chance for carbon build-up • American Hammered stainless steel oil rings control oil—never pump it. American Hammered, Automotive Replacement Division, Sealed Power Corp., Muskegon, Michigan.

U.S. Pat. No. 2,789,872

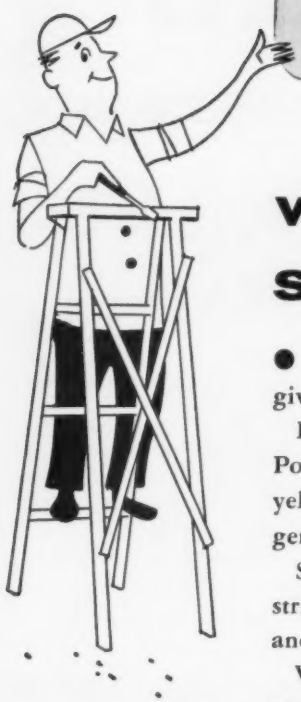
AMERICAN HAMMERED

AMERICAN HAMMERED PISTON RINGS

stainless steel oil rings

N·A·P·A
National Automotive Parts Association
Assurance of Quality
®

Nationally Advertised Parts and Supplies of Genuine Quality



when this sign goes up so does your business

● This N·A·P·A sign—at your service entrance—tells car owners you give *complete* service for cars of all makes, models and ages.

It repeats the messages they read regularly in The Saturday Evening Post—colorful multi-page advertisements that feature this black and yellow sign as the car owner's best guide to prompt service with genuine quality parts and supplies.

See for yourself, in the Post's October 7th issue, how this sign strikes the eyes of 28 million readers—how it sells the N·A·P·A Seal and the service men who display it.

When you get this sign from your local N·A·P·A Jobber, you become a part of the nation's largest independent automotive parts distributing system. You have immediate access to the products of leading manufacturers with aggregate resources of more than a billion dollars, through your Jobber's local stock and the overnight delivery service from the nearest of N·A·P·A's 45 strategically located warehouses. *You can supply any need of any customer, whatever he drives—whatever his trouble.*

The products shown on the following pages are examples of the genuine quality maintained in the 50,000 stock numbers ready for your call.

Talk to your N·A·P·A Jobber. Learn all the advantages he can give you to attract more customers and more profitable business.

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • 29 E. MADISON, CHICAGO 2, ILLINOIS



Dana Products

Just as practically all vehicle makers depend on DANA-made Products, you can depend on Spicer and "Mechanics-Type" Universal Joint Kits; Spicer Transmissions; Spicer Power Take-Offs and Joints, and Monmouth Clutch Plates.

DANA CORPORATION
TOLEDO 1, OHIO



BRIGGS Adjustable Shocks

Millionaires can't buy a better ride than guys with old jalopies who replace worn shocks with *adjustable* Briggs Imperials. Caution: *half the cars on the road need new shock absorbers!* Inspect the shocks on every car that goes up on your lift. Show 'em and sell 'em. Sell Briggs Imperial adjustables!

THE BRIGGS SHOCK ABSORBER COMPANY
CLEVELAND, OHIO



Complete Coverage . . . with Local Availability

of sealing parts for all cars—trucks—tractors—road machinery—stationary engines—power mowers—marine motors.

Have you tried VICTOCOR?—the premium cylinder-head gasket that seals tight where others fail. Made for most cars.

VICTOR MANUFACTURING & GASKET CO.
P. O. BOX 1333 CHICAGO 90, ILLINOIS

the N·A·P·A "Parade of Parts" serves repairmen everywhere through 3,000

N·A·P·A JOBBERS





Don't Gamble

Safe steering and handling for your customers' cars depend on these chassis parts. When replacements are needed, give them the safety of a brand name you *know* . . . Allied. You can put your faith in the rigid standards every Allied part must meet to carry them safely.

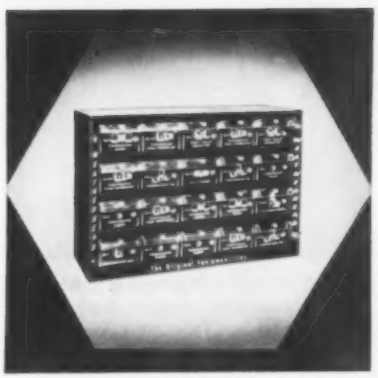
ALLIED AUTOMOTIVE PARTS COMPANY
INDIANAPOLIS, INDIANA



Soundmaster

This is the reason! With Soundmaster you get *sound* engineering for full range sound control without power loss . . . plus rust resistant materials wherever needed, *both inside and out*. No competitive line can top Soundmaster in life and performance. Give your customers more for their money with Soundmaster.

DE KOVEN MANUFACTURING COMPANY
RACINE, WISCONSIN



THE ORIGINAL EQUIPMENT LINE

Your N·A·P·A Jobber can fill all your needs for brass fittings, brake and fuel-line assemblies or make-up kits, power-steering hose and many other similar parts from his Weatherhead stock. Each is available in handy dispensing merchandisers—priced to give you high profits.

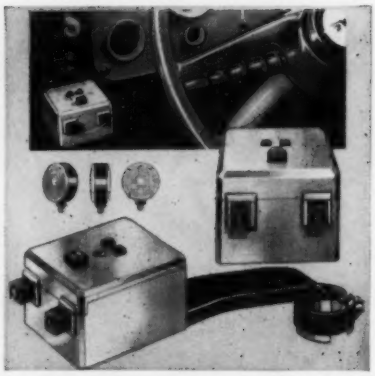
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CLEVELAND, OHIO



Complaint, Cure and Method

It's all here in one *working* manual . . . how to perform adjustments on every American-made automatic transmission—as well as preventive maintenance procedure. Fully illustrated, completely detailed, it's available from all N·A·P·A Jobbers.

MICROTEST GEAR COMPANY
INDIANAPOLIS, INDIANA



I. C. C.—4-WAY FLASHING

. . . built right into the Visall 628 push-button Switch. One switch for Turn Signal, Stop Light, as well as 4-way Flashing . . . plus GUARANTEE FOR THE LIFE OF THE VEHICLE.

VEHICLE PRODUCTS COMPANY
CINCINNATI, OHIO



Sell New Car Performance

No tune-up job is complete unless the Contacts, Condenser, Coil, Distributor Cap, Rotor and Voltage Regulator are thoroughly checked and replaced when needed. Please your customers and pocket the profits—install these ECHLIN Quality Parts every time!

THE ECHLIN MANUFACTURING COMPANY
BRANFORD, CONNECTICUT

THE N·A·P·A "PARADE OF PARTS" SERVES REPAIRMEN EVERYWHERE THROUGH 3,000



New American Brakeblok Cabinet Helps You Sell Brake Shoe Sets

A new American Brakeblok Stockomatic dealer cabinet in your shop or lobby helps boost sales of brake shoe sets. Single cabinet holds 16 sets, double unit 32. Single unit (shown) may be used with United Visumatic Assortment No. VU402A. Both units are of sturdy 24-gauge steel. Available through your N·A·P·A Jobber.

AMERICAN BRAKEBLOK
P.O. BOX 21 • BIRMINGHAM, MICHIGAN



Mac's Makes It Work—1, 2 & 3

1. Mac's Cooling System Cleanser gets rid of rust and sludge in radiator and water jackets. **2.** Mac's Sealer & Stop Leak seals in anti-freeze; stops leaks in radiator or gaskets almost instantly. **3.** Mac's No. 13 inhibits rust and scale throughout the cooling system, serves as water-pump lubricant.

MAC'S SUPER GLOSS CO., INC.
LOS ANGELES, CALIF. • CINCINNATI, OHIO



MICROTEST Adds Chains

Now a Complete OEM Line of Timing Chains is Added to the Top Quality Timing Gear and Sprocket Line.

MICROTEST TIMING GEARS
CLEVELAND 12, OHIO

NAPA "PARADE OF PARTS" (continues)



BELDEN IRS Ignition Sets

IGNITION RADIATION SUPPRESSION

Increased range in two way Radios. Elimination of TV & Radio interference.

This cable features a new and different construction. A new Belden development in the field of Ignition Radiation Suppression.

BELDEN MANUFACTURING COMPANY
CHICAGO, ILLINOIS



FLEET TRANSMISSION JACK

Speeds up and simplifies removal and replacement of all car and light truck transmissions. Also heavy duty models for heavy truck use. Load adapters included to fit all transmissions. Tilts 60° forward, 20° to rear and 15° left and right. Handle swings to either side. Special adapter available for Econoline engine.

EDGEWATER AUTOMOTIVE DIVISION
ST. JOSEPH, MICHIGAN

MARTIN SENOUR PAINTS

Automotive Finishes

WORLD'S LEADING PRODUCER OF

"SHOP-ENGINEERED" PRODUCTS

Top-quality, shop-proven Martin Senour Refinishing Products are available exclusively at N·A·P·A Jobbers throughout the country.

MARTIN SENOUR PAINTS
CHICAGO 6, ILLINOIS

N·A·P·A JOBBERS



Famous Hand Tools

A complete Line of top-quality, professional Tools—including the great new Automatic Transmission Tools that open up this money-making service for you. New Britain Tools are engineered to handle all of today's repairs and services—faster for you.

THE NEW BRITAIN MACHINE COMPANY
NEW BRITAIN, CONNECTICUT



CUSTOM FIT, One Piece Protection for Car Floors

The last word in full door-to-door coverage including applications for all new standard and compact '61 models. Precision engineered for perfect fit with special reinforcement in high wear areas. Traps mud, dirt, water—cleans in a jiffy. Exclusive nubbed underside holds mat in place. In 6 modern colors.

RUBBERMAID INC.
WOOSTER, OHIO



ZOLLNER Pistons

THE ORIGINAL EQUIPMENT LINE

Expertly engineered pistons make a big difference in efficiency and upkeep cost. Pistons by Zollner are the dominant choice of fleet owners. Over 70% of all makes of trucks and buses are Zollner equipped.

ZOLLNER CORPORATION
FORT WAYNE, INDIANA

NAPA "PARADE OF PARTS" (continues)



BALKAMP Has Motor Mounts—*Plus!*

Added to the most complete line of *functional* rubber products in the industry, Balkamp now supplies, through the same N·A·P·A Jobber, packaged bolt kits for motor and transmission mounts. No need to scrounge around, or try to make the old bolts do. *Order with the mounts.* Another example of N·A·P·A Jobber Service.

BALKAMP, INC.
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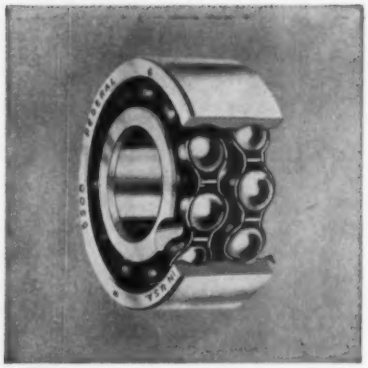
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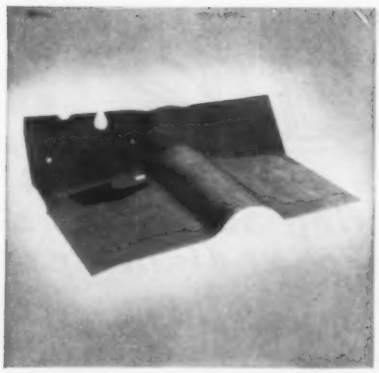
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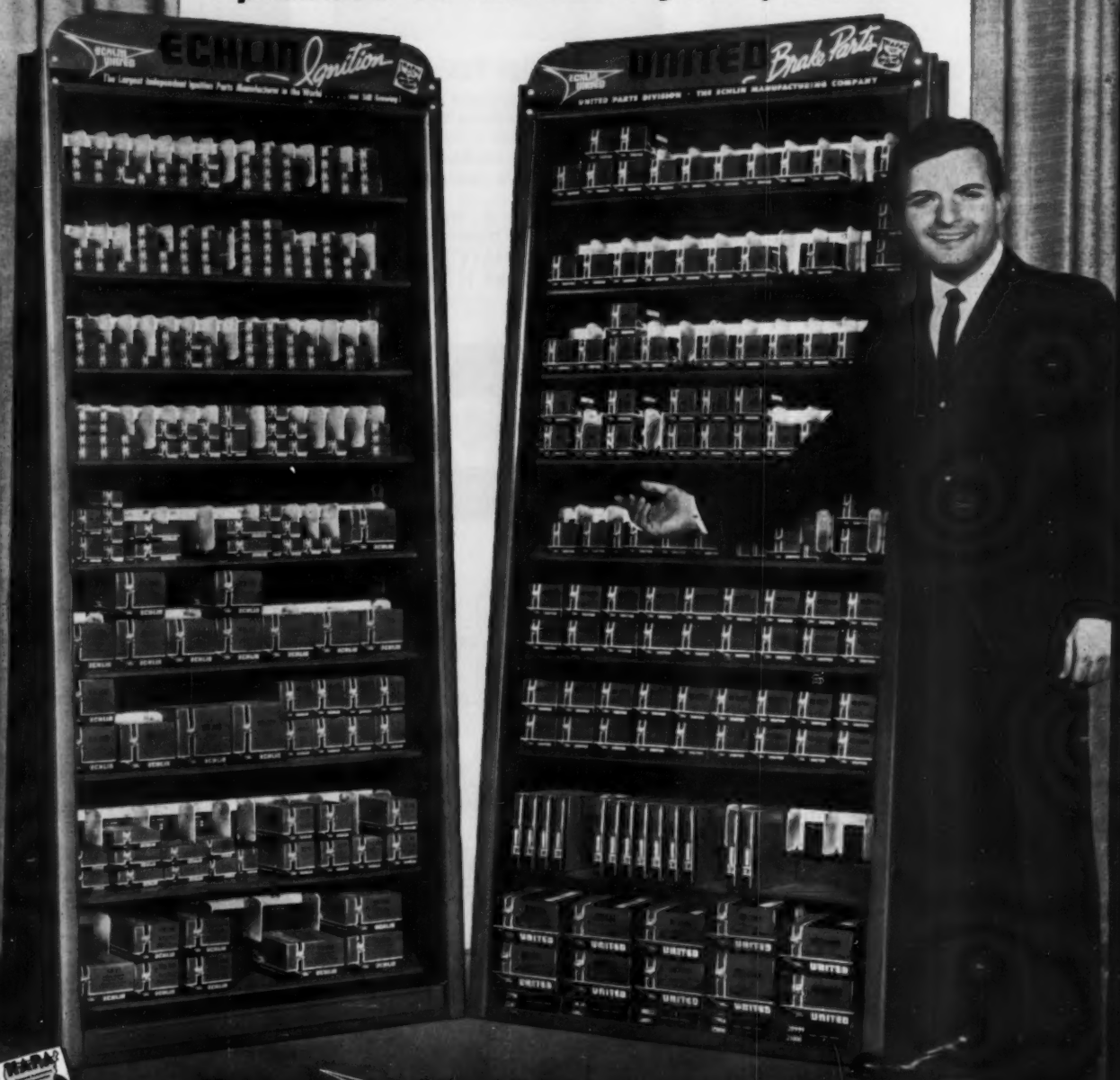
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SOUTHERN AUTOMOTIVE JOURNAL

September 1961



Taking time to explain to customers is a must for repeat business. Here the author explains a radiator leak requiring hose replacing.

We Skyrocketed Shop Volume

By CORNELIUS H. A. WILDMAN, JR.
Owner, Wildman Auto Service
Bethesda, Md.

I WENT into business because I felt the car driver today was not getting a fair deal.

Dealerships are economizing in services, particularly at the front door where inspecting and diagnosing are of utmost importance to correct trouble.

Nine out of ten service salesmen are not skilled mechanics. Bonuses awarded for parts and service volume sold at the front door often compromise the ambitious salesmen.

Eager for turnover, they hurry the car driver along without fully listening out the complaint. Too hasty an acceptance of the customer's diagnosis too often does not get at the heart of the trouble.

With the steady following of service customers I had developed, I was convinced that I could give patient attention, accurate diagnosis and competent service that was hard to buy these days. I knew from daily contact with customers that nine out of ten are not bargain seekers, that money was no object for top-quality work.

Aware that many independents are undermined by too great a burden of debt invested initially in equipment, I operated as a one-man shop to pay for tune-up and electrical equipment, battery and volt-ammeter testers, jack and air compressor. I limited down payments to a minimum in order to avoid exhausting my reserve. The $2,000 cash reserve I started with three years ago was to carry me during slow months.

From Jan. 19, 1959, to Jan. 1, 1960, my one-man shop grossed $16,000. During the next six months—from January to July '60—volume went up to $11,000. Volume was growing and I brought

A step-by-step story of doubled repair sales in three years.



There's nothing like a front-end machine and wheel balancer for making money for a shop, this operator feels.



Greasing the wheel of a hydraulic jack weekly to keep expenses down is part of the maintenance program here.

in an automatic transmission specialist evenings.

The approximately 50 customers I started out with had now grown to 350. I needed a bigger shop; I had outgrown the 20′ by 100′ location and could absorb increasing volume only if I moved.

In midsummer of '60 we rented a two-door, five-stall garage located close to a main public transportation line. We took a close look at the kind of automotive services likely to be needed in this area by observing customer interest.

What piece of equipment, I asked myself, would increase volume rapidly, be a money-maker, without being too big a drain on my resources?

There's no better investment for the young and growing shop than $1,500 spent on a front-end machine and wheel balancer. Within six months the equipment not only paid for itself but made good profit for us. We added workbenches and brake bleeders, but front-end work and wheel balancing provided the lifeblood that carried us over those first few months.

Between Aug. 1, 1960, and Jan. 1, 1961, volume went up to $14,000, an increase of $3,000 over the corresponding five-month period of the previous year in the old shop. From January 1 of this year to July 1 volume stood at $18,000.

How did we do it?

What makes a shop grow despite pressing competition on all sides?

Let me answer:

First, patient consideration at the front door. I listen to a customer's complaint to get as much detail as possible on the car's behavior. I never accept a customer's guesswork that "it's the carburetor acting up and needing a cleaning." I check out the customer's report on the engine's performance.

Second, I believe in only topnotch labor I could get mechanics at $60 a week, but I don't want them. The mechanic who worked with me evenings proved to be tops in his field as well as a general all-'round repair man.

He knew how to talk intelligently, convincingly and pleasantly with customers. He took the time to explain.

I offered him not only top wages weekly but gave him a $150 bonus in December when volume exceeded $10,000 for six months, and $150 again in March. He is stable, level-headed, a married man with family responsibilities, hard-working. He has my business interests at heart as he furthers his own career here and raises his earn-

(Continued on page 119)

Topnotch skilled labor is a prime requisite for success. Automatic transmission specialist V. J. Caffi must know his intricate job.



Spinning Profits in Wheels

By RUEL McDANIEL



Wheels are checked on every car which rolls into this shop.

FIRST things should come first in building an independent automotive service business, according to Morris Wyse, owner of Coastal Automotive Service, Bay City, Texas.

And the first thing to do, according to his experience, is to check the wheels of every car that rolls into the garage.

He specializes in front-end service and tune-ups. These two specialties have built a business of more than $85,000 a year in only eight years. Furthermore, he does this volume today with only three mechanics.

His business is highly personalized, and he believes this policy has been a major factor in building a profitable independent garage business.

"The car owner likes to talk with the owner of the shop," Wyse said, "especially if he is a small-town citizen. There is something about the personal contact with the shop owner that gives him more confidence in the garage and its work."

Accordingly, Wyse does comparatively little shop work himself, except when he is short-handed or a rush job comes in that cannot be handled immediately by one of the mechanics. He finds that his time spent getting customers and checking out all completed jobs pays far larger dividends than if he tried to make a regular hand in the shop.

He greets all customers, diagnoses all car troubles and writes up the orders. When the mechanic completes a job, Wyse then checks it out to make certain that everything listed on the job ticket was done—and done to the satisfaction of the owner. If the work done suggests it, Wyse road-checks the car.

This Texan handles all selling himself, rather than delegating suggestive sales to the mechanics. If a job in progress reveals that certain other work should be done, the mechanic tells Wyse and he contacts the car owner.

"I have always guarded against over-selling," Wyse said. "I think that is a major factor in building an independent garage business. Some customers nowadays have been over-sold and are on guard against it. So when I recommend additional work, I want to be certain that it is needed and I want to show the customer that it is.

"Our present mechanics would not over-sell even if they did assume the responsibility of suggesting additional work to the customer, but the situation may not always be so satisfactory.

"So as a basic policy, I am strict about handling all selling myself."

Most cars come in for either tune-up or front-end service, since the concern specializes in these two operations. When the job concerns the front-end, Wyse follows a set plan of inspection and diagnosis.

(Continued on page 130)

Garageman Wyse (left, front) has found that his time spent on the floor meeting customers and diagnosing car troubles is more valuable than his serving as a mechanic, too, although he does help out on some rush jobs.



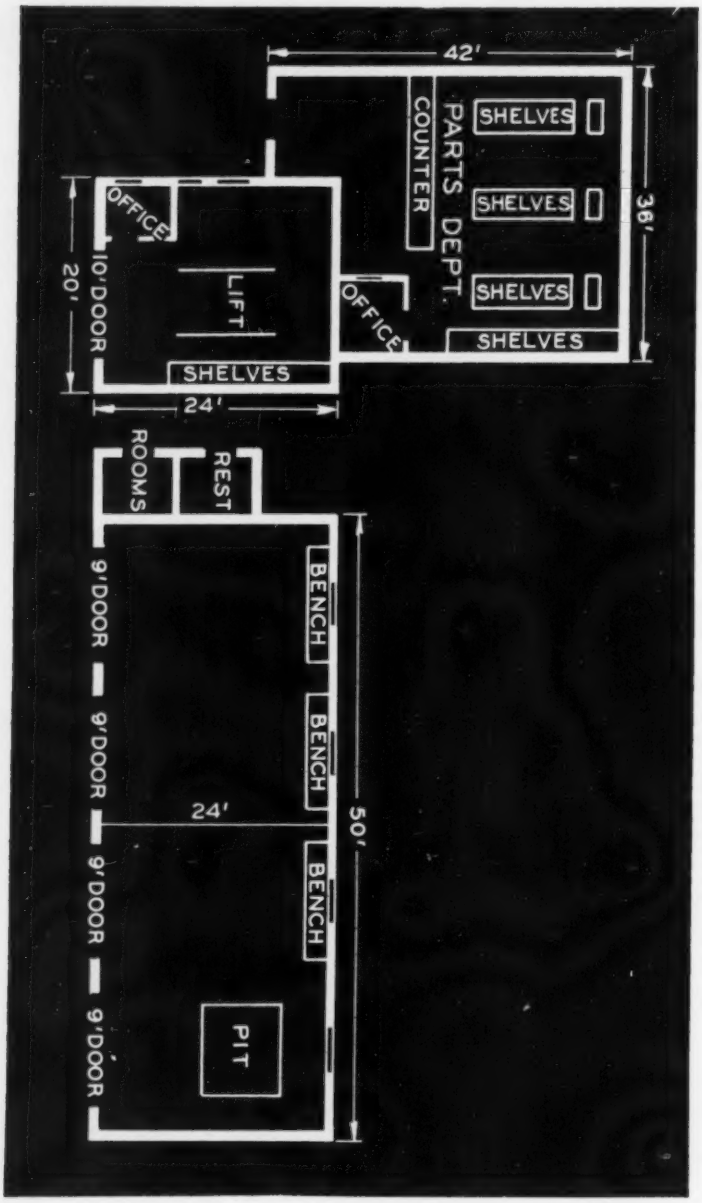
Rent Sliced from $5,000 to

By C. THOMAS

"THE one biggest advantage of our new garage," said Joe Brock, "is that it has reduced our rent from $5,000 a year to $1,800."

For the past five years, Joe Brock had been searching for a piece of suitable property to buy. Unable to find just what he wanted in the location he deemed necessary, he finally leased the property where he is now situated at 7845 North Loop Road, Tigua, Texas. Brock leased the land for 18 years. That partially explains the open span steel buildings which are completely insulated and cooled by evaporative-type coolers and blowers.

Brock's lease reads that he will be permitted to remove all buildings at the termination of his lease, on which he has an option.



"However," Brock explained, "I'm going to throw up a Hollywood front of sponge rock to enhance the outward appearance of the place and mask off the roof."

While the physical layout might, at first glance, give the impression it was built by stages, it wasn't.

"This is my conception of the ideal arrangement. It's built for one-stop service and easy supervision," he said, "and it covers enough area to attract attention by being conspicuous."

The four-stall garage building has a front-end pit. Like the three work stalls in the same building, it's approached by direct drive-in. All entrance clearances are nine feet by nine feet.

Each work stall has an over-all area of 12½' by 20' which provides plenty of elbow room to work around any vehicle—fore, aft and on each side. Brock has found that narrow, crowded stalls hinder the mechanic and will reduce his production by as much as 30%.

"In narrow stalls, it's impossible for one mechanic to squeeze his analyzing equipment past those being used on a job in the next stall until after it has been moved. Hence, two mechanics waste time," he said.

Another feature is that "air" is piped throughout the building with various convenient outlets for attaching power tools. This is also true of the electrical outlets.

Reliable sources quote that service stations with mechanical service are outpacing conventional-type garages as far as tune-ups, brake work and TBA sales are concerned. For this reason, Brock included a

Another Blueprint on Time-Tested Garages

This is another in the latest series of features giving details of buildings which have proven their worth for garage operators. Tearsheets of earlier stories will be forwarded upon request, until the supply is exhausted.

You may want to file away this material against that day when you may be planning a new or revamped building.

$1,800

service station with its own lube bay, which measures 20 by 24. It has ten-foot-by-ten-foot doors which are high enough to permit cars with long tails to stick out the door while they are up on the hoist for a lube job.

"While our gallonage with two pumps and two grades of gas is only averaging 7,000 a month, it's bringing us in from 120 to 130 lube jobs a month," Brock said. "Sixty per cent of our total service station volume is done via credit cards.

"By careful observation and records, we find that customers stopping at the pumps contribute about half of the 70 tune-ups a month and 20 of the 30 brake jobs."

You probably have already figured out that Brock's parts department, with 1,500 square feet of floor space, is larger than his four-stall garage with 1,200 square feet.

"I'm set up as a jobber on some lines, as a sub-jobber on others," he said. "The difference in my cost on parts pays me to carry the inventory necessary to qualify me.

"Besides, with my parts department, I attract a high percentage of do-it-yourself customers who willingly buy at retail. Ninety per cent of these customers become my shop customers. With their limited know-how and lack of proper tools and equipment they find it impossible to do any major mechanical work to their satisfaction. This business helps keep my five mechanics busy."

"You will notice," Brock concluded," that I set my buildings back with plenty of parking area in front. If the average customers can't find an accessible off-the-street place to park, they just aren't stopping."

The cost of the building per square foot: $4.50.







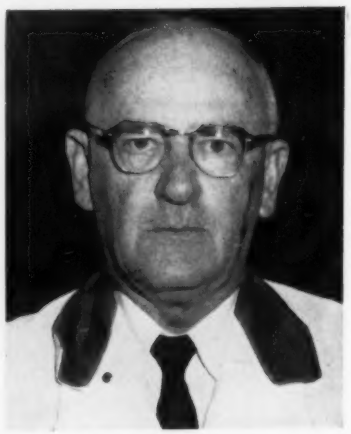
Photos:

Top: Mechanic on lean-over works on air conditioner. Note the cooling blower facing the car's radiator which keeps temperature from building up inside the building. Middle: Shop's interior as viewed from the front-end pit. Note insulation material against the roof and on far end of wall. The wall will be covered by pegboard as shown at right behind the workbenches. Right: This is the lube bay. Minor mechanical work is handled here also to keep the main building open for bigger jobs.

DEALING WITH THE COMPACTS:

Crankcase Service, Valve Timing

By E. M. LOWERY
Technical Editor



IF FOR any reason it should become necessary to remove the camshaft, timing chain or timing gears from an engine, utmost care and precision must be exercised in replacing them. There is no place where just a few degrees off specs will have so much effect on engine performance.

This is one place where guesswork won't get the job done.

Here's how it should be done on the Corvair:

Camshaft:

The camshaft bearing journals (Fig. 1) are 1.2005"-1.1995" in diameter for the front intermediate, rear intermediate and rear journal. The front journal is 1.4405"-1.4395" in diameter.

Note: Each exhaust cam lobe serves two exhaust lifters, one on each bank.

Check the journals with a micrometer for an out-of-round condition. If the journals exceed .001" out-of-round, the camshaft should be replaced.

Check camshaft alignment. The best method is by use of "V" blocks and a dial indicator. The dial indicator will indicate the exact amount the camshaft is out of true. If it is out more than .002" dial indicator reading, the camshaft should be replaced.

Note: Camshaft journal clearance should be .0015" to .0035" (new) and .002" to .004" (used). If camshaft clearance is beyond these limits, either the crankcase or camshaft should be replaced.

To assemble camshaft driven gear and thrust washer to camshaft, proceed as follows:

Firmly support shaft at back of the front journal in an arbor press.

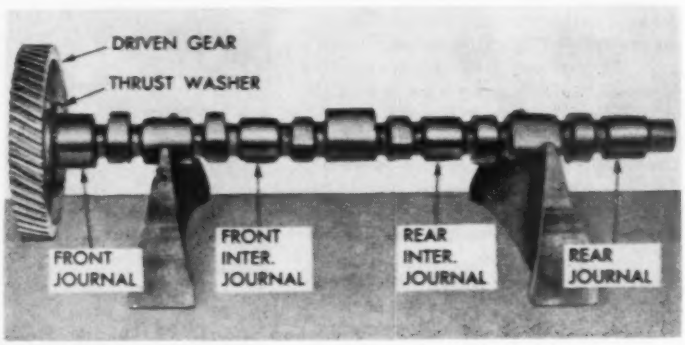
Place thrust washer over end of shaft and install woodruff key in shaft keyway.

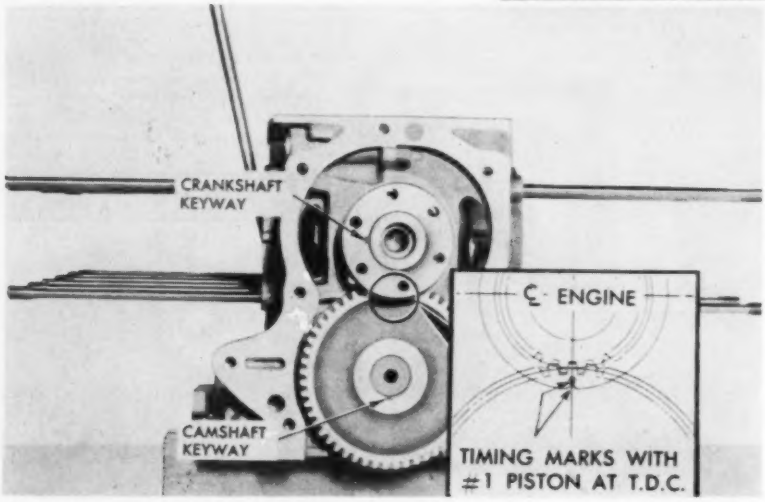
Lubricate camshaft with hypoid lubricant.

Install camshaft driven gear on camshaft and press into place, using tool J-971, supporting gear until it bottoms against the thrust washer.

Timing gear marks:

Install camshaft assembly guiding camshaft thrust washer into groove in crankcase while indexing camshaft-driven gear to crankshaft gear, so that valve timing marks line up as shown in Fig. 2. Lubricate camshaft bearings and drive gear.



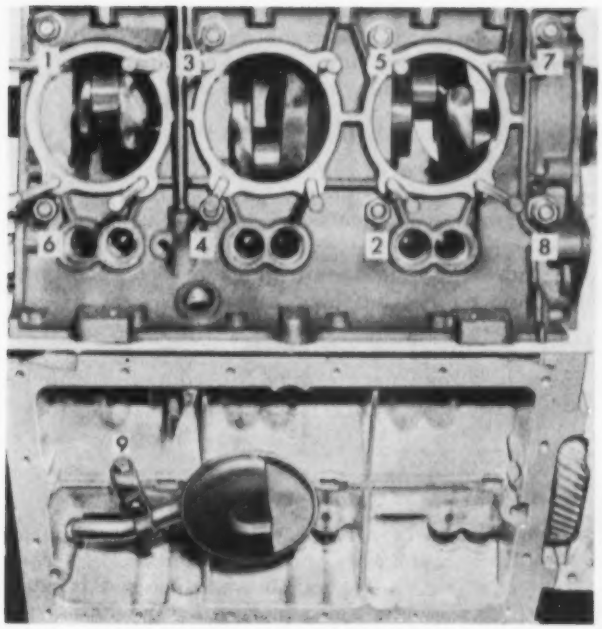


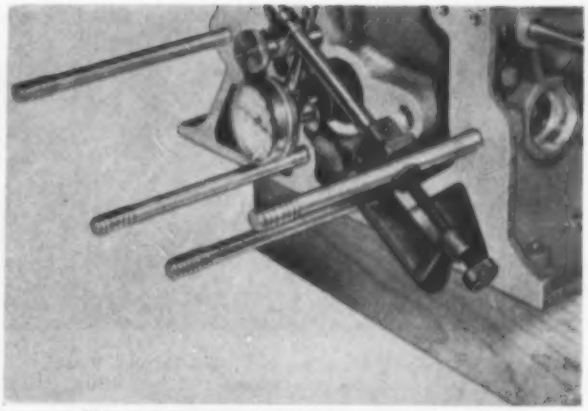
Above: Fig. 1—Camshaft assembly of the Corvair.
Left: Timing marks on the Corvair.

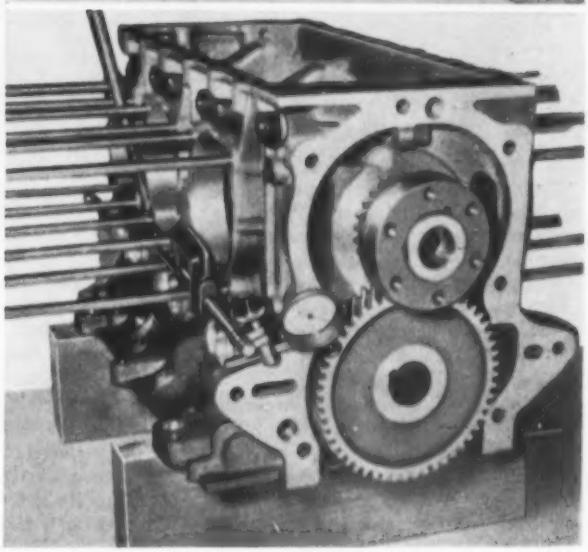
Install other half of crankcase and main bearing assembly onto crankshaft and camshaft. Seal crankcase parting line ends with sealer. Install all crankcase bolts, flat washers and nuts. Torque the eight long bolts 7/16"-20, 42 to 48 ft. lbs. and one small bolt 5/16"-18, 7 to 13 ft. lbs. Fig. 3 shows crankcase tightening sequence.

Camshaft end play:

Install a dial indicator so that indicator point touches the end of the camshaft as shown in Fig. 4. Zero dial indicator and push camshaft one direction and then the other. Dial







Above: Fig. 3—Crankcase tightening sequence.
Above at right: Fig. 4—Checking camshaft end play.
Right: Fig. 5—Timing gear backlash. (Corvair Illustrations.)

indicator reading should be .002" to .007".

If the end play is excessive, check timing gear backlash.

Check timing gear backlash by installing a dial indicator as shown in Fig. 5. Backlash should be .002" to .004".

Install main oil gallery plugs, with Permatex anti-seize compound No. 404 or its equivalent.

Here is how on the Comet:

Camshaft:

Clean the camshaft in solvent and wipe it dry. Inspect the camshaft lobes for scoring and signs of abnormal wear. Lobe wear may result in pitting in the general area of the nose portion of the lobe. This pitting is not detrimental to the operation of the camshaft. Therefore, the camshaft should not be replaced until the lobe lift loss has exceeded 0.005".

The lift of camshaft lobes can only be accurately checked with the camshaft installed in the engine.

Check the camshaft journal to bearing clearances by measuring the diameter of the journals and the I.D. of the bearings. If the clearance exceeds the wear limit of .006", the camshaft journals should be refinished for undersized bearings or the camshaft replaced, and/or the bearings should be replaced.

Camshaft bearings are available pre-finished to size for standard and 0.015" undersize journal diameters. The bearings are not interchangeable.

Check the distributor drive gear for broken or chipped teeth.

Remove light scuffs, scores or nicks from the camshaft machined surfaces with a smooth oilstone.

Position the bearing at the bearing bore and press it in place. No. 1 camshaft bearing must be pressed in 0.100-0.140" below the front face of the bearing bore. Press the remaining bearings in sufficiently to align the oil supply holes.

Clean out the camshaft rear bearing bore plug recess thoroughly.

Coat the flange of a new plug with water-resistant sealer and install it with the flange facing out.

Drive the plug in until it is flush or slightly below the casting surface.

The camshaft and related parts are shown in Fig. 6. Oil the camshaft and apply Lubriplate to all camshaft lobes. Carefully slide the camshaft through the bearings.

Install the spacer and thrust plate. Tighten the retaining screws to 12 to 15 ft. lbs. torque.

Timing chain and sprockets:

Clean all parts of the timing chain and sprockets in solvent and dry them with compressed air. Inspect the chain for broken links and the sprockets for cracks and worn or damaged teeth. It is recommended that all components be replaced if any one item needs replacement.

October: Valiant and Lancer Axle

Servicing the rear axle of the Valiant and Lancer, including how to maintain the correct gear tooth pattern, will be laid out for you here next month.

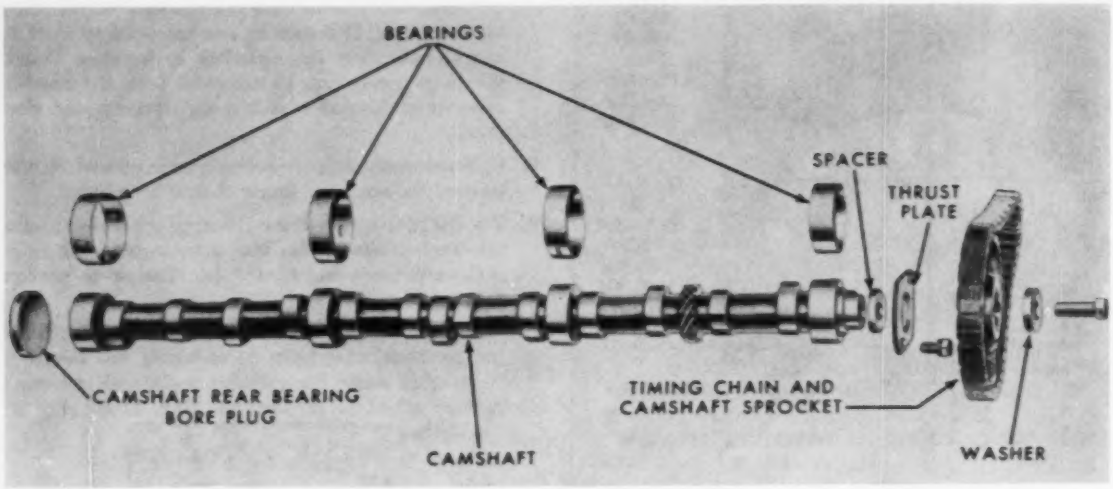


Fig. 6—Camshaft and related parts of the Comet.

Lubricate the timing chain and sprockets with engine oil. Place the keys in position in the slots on the crankcase and camshaft.

Position the sprockets and timing chain on the camshaft and crankshaft. Be sure the timing marks on the sprockets and chain are aligned as shown in Fig. 7.

Rotate the crankshaft in a clockwise direction (as viewed from the front) to take up the slack on the left side of the chain. Establish a reference point on the block and measure from this point to the chain. Make a note of measurement. Rotate the crankshaft in the opposite direction to take up the slack in the chain.

Force the left side of the chain outward with the fingers and measure the difference between the reference point and the chain. The deflection is the difference between the two measurements. The deflection should not exceed ½". Refer to Fig. 8.

Install the camshaft sprocket capscrew and washer. Install the crankshaft front oil slinger.

Here's how on the Falcon:

Cylinder front cover and timing chain:

Drain the cooling system and the crankcase. Disconnect the radiator upper hose at the coolant outlet elbow and the radiator lower hose at the water pump.

Remove the radiator. Remove the drive belt, fan and pulley and the crankshaft pulley.

Remove the cylinder front cover and gasket (the crankcase ventilation tube bracket is retained by one cylinder front cover bolt). Remove the crankshaft front oil slinger.

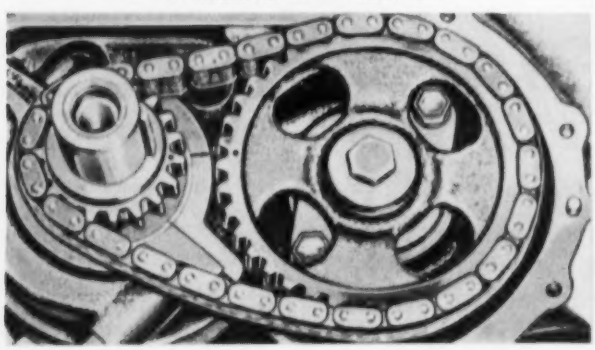
Establish a reference point on the block and measure from this point to the chain. Rotate the crankshaft in the opposite direction to take up the slack on the right side of the chain. Force the left side of the chain out with the fingers and measure the distance between the reference point and the chain. The deflection is the difference between the two measurements. If the deflection exceeds ½", replace the timing chain and sprockets.

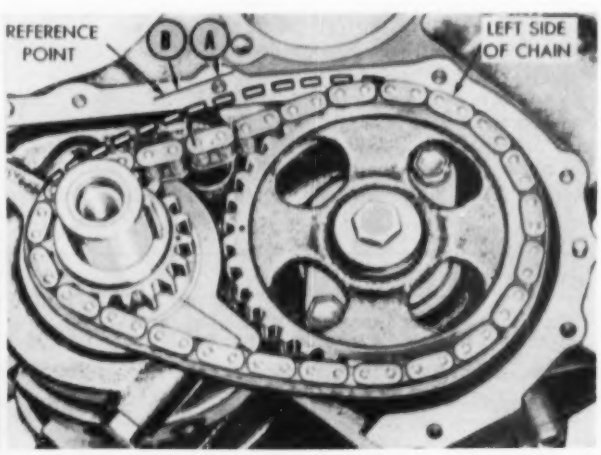
Crank the engine until the timing marks are aligned. Remove the camshaft sprocket retaining bolt and washer. Slide both sprockets and timing chain forward and remove them as an assembly.

Installation:

Position the sprockets and timing chain on the camshaft and crankshaft. Be sure the timing marks on the sprockets and chain are positioned as shown in Fig. 8. Install the camshaft sprocket cap screw and washer. Install the oil slinger so that the timing pointer on the slinger is aligned with the camshaft timing mark.

Below: Fig. 7—Aligning timing marks on the Falcon.
Right: Fig. 8—Checking timing chain deflection on Oldsmobile F-85: Take up slack on left side. Establish a reference point and measure the distance "A". Take up slack on right side and force left side out with the fingers and measure distance "B". Deflection is "A" minus "B".





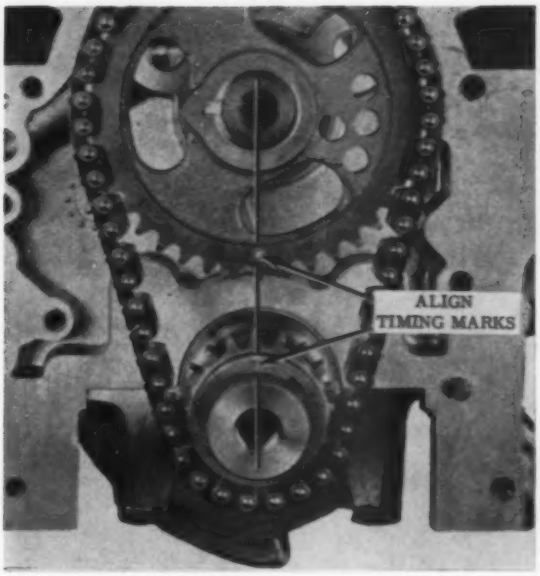


Fig. 9—Timing gear positions of the F-85.

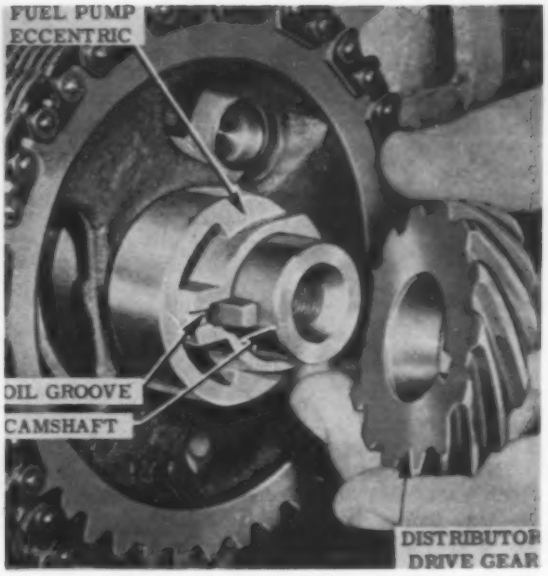


Fig. 10—The F-85's fuel pump eccentric.

Clean the cylinder front cover and the gasket surface of the cylinder block. Apply sealer to a new cylinder front cover gasket and position the gasket on the cylinder front cover. Install the cylinder front cover (the crankcase ventilation tube bracket is retained by one cylinder front cover bolt). Torque the retaining bolts to six to nine ft. lbs.

Install the crankshaft pulley.

Install the oil pan and related parts.

Install the fan, pulley and drive belt. Adjust the drive belt.

Install the radiator. Connect the radiator upper and lower hoses of the car.

Fill and bleed the cooling system. Fill the crankcase with the proper quantity and grade of engine oil.

Start the engine and check the ignition timing. Adjust the ignition timing, if necessary. Operate the engine at fast idle and check all hose connections and gaskets for leaks.

The Olds F-85:

Timing chain and gears (with front cover removed):

Remove distributor drive gear bolt, washer and gear from end of camshaft.

Remove fuel pump eccentric.

Remove crankshaft gear, chain and cam gear together by prying off crankshaft gear.

Installation:

Install camshaft gear, crankshaft gear and timing chain together to align timing marks (Fig. 9).

Install fuel pump eccentric with flat side rearward, distributor drive gear, washer and bolts. Torque bolt 40 to 45 ft. lbs. (Fig. 10).

Install oil slinger.

Camshaft:

Remove grille. Remove radiator. Remove front cover. Remove timing chain and gears. Remove intake manifold. Remove rocker arm assembly, the push rods and the valve lifters.

Remove camshaft by carefully sliding it out the front of engine.

Installation:

Note: To insure proper camshaft installation and to provide initial

(Continued on page 122)

Fig. 11—Measuring chain wear (Valiant and Lancer).

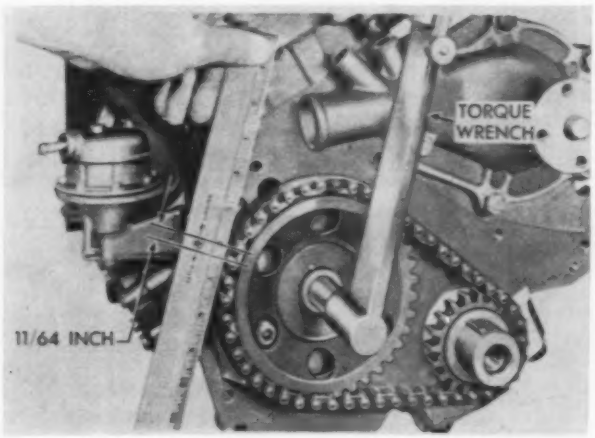
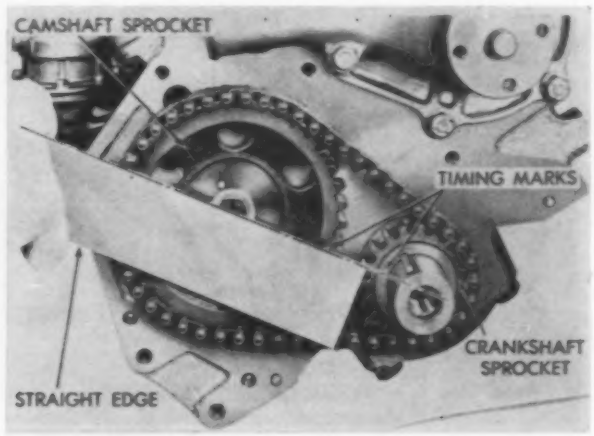


Fig. 12—Alignment of timing marks (Valiant and Lancer).





The Coupe de Ville's sleek lines stand out sharply against this dark background.

Cadillac Has Dual Brake System

THE 1962 Cadillac has a new dual braking system.

Heart of the system is a dual-type power brake master cylinder with a separate piston and brake fluid reservoir for the two front wheels and for the two rear wheels.

From a safety standpoint, this is an ideal system, because if one of the hydraulic lines is severed, only one pair of wheel brakes would be out of commission. With the parking brake, which again this year can be employed as an auxiliary brake, the Cadillac has three separate brake systems in an emergency.

The automatic vacuum release emergency brake, introduced on the 1961 Cadillac, is further improved by the use of a new diaphragm which has better releasing action and more positive locking.

For faster action, the new brake system also features a suspended vacuum booster which has its own reservoir.

A new cornering light, another Cadillac first, is introduced on the 1962 models. The steady beam angles out from the side of the headlamp, lighting the driver's way into a turn. It is activated by the turn signal lever when the headlights, parking lights or fog lamps are on.

Also a Cadillac first is the unique new taillight. It gives four-way operation — back-up light, taillight, stoplight and turn signal — yet it has a white lens in normal daylight operation. The lens shows white when backing up, but shines red when the taillight, stoplight or turn signal is in operation.

Changes in the front spring rate, new front and rear suspension bushings and revalving of the shock absorbers give a smooth ride.

Frame modifications and new bearings which reduce friction in the steering linkage provide sureness in ride and handling.

New sound-deadening material of dense rubber is used under the floorpan and in the cowl section between the front doors and front fenders to provide additional quietness. An effective sound-deadening material also is used in the roof for further noise isolation.

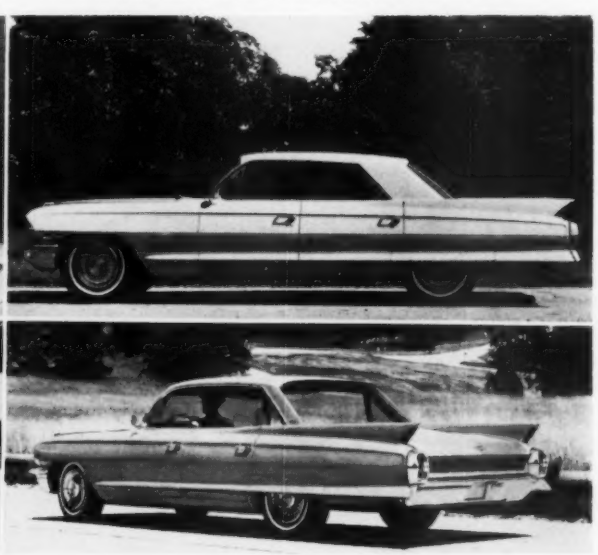
Specially cut gears in the transmission, driveline improvements and new exhaust line mountings contri-

(Continued on page 156)

Below: Series 62 convertible.
Bottom: Fleetwood 60 Special.



Below: Town sedan.
Bottom: Series 62 six-window sedan.





Fleets Are the Salt of Our Cash Register

By HARRY B. FOLEY
Owner, Foley Motor Service
Fredericksburg, Va.

THE independent garage with skilled labor at its command to service and repair commercial fleets may be overlooking good, steady, year-'round volume with dependable collections from this local source.

Every town has its bread, milk, laundry, cab and varied delivery services to the community with vehicles that need competent mechanical repairs and preventive maintenance. This is available potential for the asking.

The steady flow of work from maintaining commercial fleets eliminates the peaks and valleys that occur in every shop. Work can be scheduled several days in advance. Credit presents no problem; collections are certain.

Quality of service is of prime concern to the fleet owner, price of secondary importance. The test of your mechanical skill and judgment is keeping the trucks rolling. Word of your efficiency will get around town and volume will rise steadily.

Fleet maintenance provides 60% of our gross and has proven a very gratifying and stable source of business. In March '60 when I went into business after years of repair work on fleets and passenger cars for a dealership, a local fleet of one of the large national mail order houses followed me.

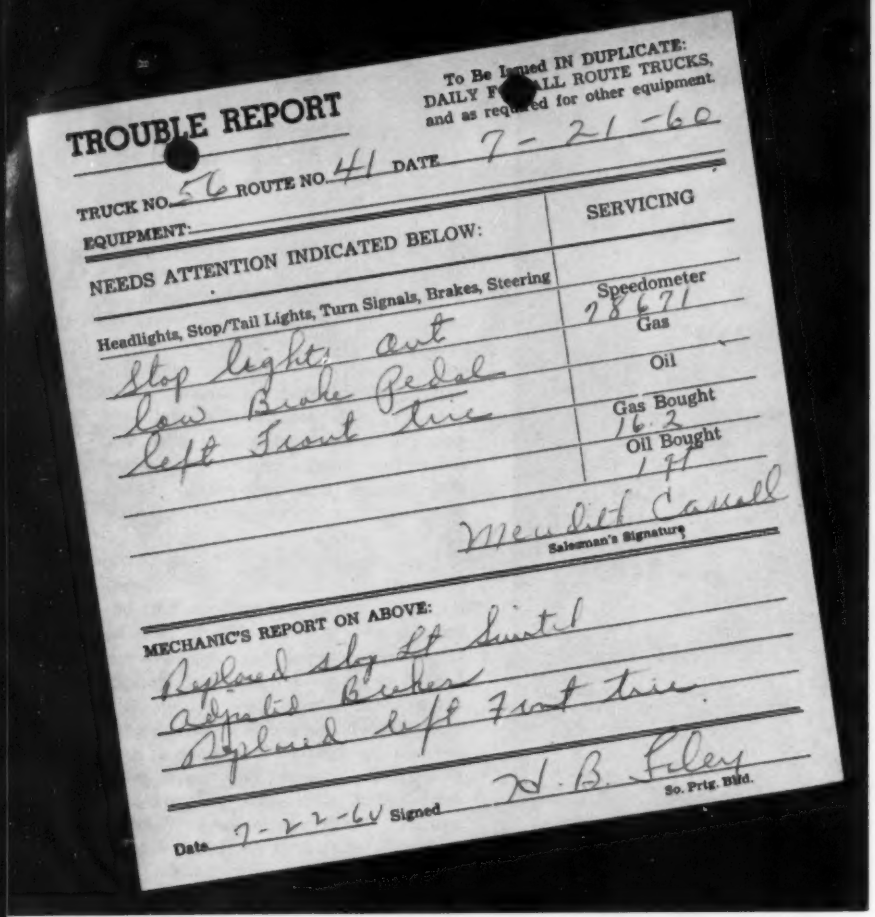
Through personal solicitation of

Studying the fuel consumption records reveals engine trouble.



Each truck may yield as much as $100 a month in repairs.





TROUBLE REPORT

To Be Issued IN DUPLICATE: DAILY FOR ALL ROUTE TRUCKS, and as required for other equipment.

TRUCK NO. 56 ROUTE NO. 41 DATE 7-21-60

EQUIPMENT:

NEEDS ATTENTION INDICATED BELOW:

Headlights, Stop/Tail Lights, Turn Signals, Brakes, Steering

Stop lights out
low Brake Pedal
left Front tire

SERVICING

Speedometer 28671
Gas
Oil
Gas Bought 16.3
Oil Bought 1 qt

Meredith Caswell
Salesman's Signature

MECHANIC'S REPORT ON ABOVE:

Replaced stop lt Switch
Adjusted Brakes
Replaced left Front tire

Date 7-22-60 Signed W. B. Foley

So. Prtg. Bld.

This form helps keep track of jobs for this garage, where fleet maintenance accounts for 60% of the gross and continues to grow bigger.

other commercial operations in town I added four fleets—a total of 32 vehicles—that two skilled mechanics and one helper are responsible for maintaining. Our volume has increased at the rate of $500 a month since our opening. For the first nine months of our operation, March-December '60, we grossed $21,000. For '61 our volume stands at $50,000.

Believing that only topnotch quality service on these fleets can hold down operating costs and accidents for the owning companies, I have worked out a program of preventive maintenance for each fleet, keeping repair and service records on each individual truck and insisting on direct contact with drivers reporting a breakdown on the road.

Let me outline some of the functions entailed. Each of the 1½-ton, van-type trucks of the bread delivery fleet does an approximate 170 miles a day. Once weekly I go to the garage at their plant and check each vehicle for safety, covering steering, brakes, lights, wheels and tires.

My objective is to hold down road calls and accidents to a minimum. There is a thorough checkup per vehicle every 10,000 miles. While the owner of the fleet of cabs checks on alternate days, I also do a thorough weekly check on safety items.

A close check on oil and gas consumption is my key to engine trouble. Lubrications are critical. Every truck gets a lubrication and oil change every Saturday. A spare truck makes possible having one truck off the road each day for mechanical repairs.

We keep a running record on every item of maintenance, repair, time, date and mileage on every truck.

The companies permit me a free hand in using judgment on the repair needs of each vehicle. If a $200 motor or transmission overhaul is needed, we talk it over before it is carried out. No repaired vehicle leaves here without being checked out thoroughly and roadtested. They are rechecked by the supervising fleet operator. Comebacks have been very few and far between.

The 1½-ton trucks of the bread fleet bring approximately $100 a month in mechanical repairs. I send out statements the last day of the month, attaching an invoice for each job performed. Accounts are billed on a 30-day basis.

A shop that takes on fleet maintenance must be ready to act on an emergency call at any hour of the day or night. I have been called out at 3 A.M. on an emergency 50 miles out of town on a breakdown.

It is also my responsibility educating drivers to giving full information on their calls so that proper parts are carried to the spot. At driver

(Continued on page 120)

"They didn't do a very good front wheel alignment job. I only hit three curbs and they're just as bad as they ever were."



There IS a Future for Dealers

By JOHN H. LANDER
President, Lander Motors, Inc. (Dodge)
Atlanta, Ga.

A FRIEND of mine, in an entirely different business, asked me a day or two ago if I thought the automobile retail business was going to attract investors in the future.

I told him that I imagined he was trying to get my opinion on the future of the automobile business and whether it would be attractive again to young, or not so young, people who were seeking a career and who had some capital to invest or who had a backer who was willing to put them in some kind of retail business.

Since my friend knew nothing much about our business except a lot of bad things that have been said about it lately, I had to go into a little detail trying to explain that in my opinion, while the business at present is not attractive for new investors, I thought in a few years it would again be one of the most inviting businesses to enter.

I explained to my friend that we are fighting right now, in an effort to get this business off the bottom of the heap, and trying to sell both the dealers of America and the factories on getting together in a cooperative effort to try to bring profits back into the industry.

I told him something about the experiences I have had in the past few months as a member of the Task Force Committee of NADA in getting opinions and reports from dealers from all over the nation in an effort to find out what is wrong with our business and to correlate suggestions and recommendations that could be passed on to the manufacturers and all dealers for our mutual benefit.

I had to admit that some of the bad things he had been hearing about our industry were true. I had to admit first that, as it now stands, our automobile retailing business is not a rewarding one and that, as a matter of fact, in this very year,



heavy losses are being sustained by a large percentage of the total dealer group.

I also had to admit that some of the things he had been hearing about the low type of merchandiser that has crept into the automobile business are also true in some communities.

I did point out to him, however, that in many, many cases, the chiseler or gypsy-type dealer was fast disappearing from the scene. The "get rich quick" or "one-time jockey" or the dealer who got into the business with the idea of flim-flamming the public has found out that the public can stand just so much of it and that, as a rule, they are the first to go when business gets a little rough like it has been in the year 1961.

I had to admit, however, that the main reason for the distrust of the public for the average automobile dealer has been caused by stupid and unethical advertising which, in most cases, has been deceptive and has been aimed to bring the sucker into the establishment where he is given a fast workout and so confused that, at times, he would buy a car without realizing what he was paying for or how much he was paying.

I pointed out to my friend that our national association in conjunction with our state associations was doing all it could to create a better public image of the automobile dealer and that in this effort we were being joined by many factors, such as our manufacturers and their public relations department and even by newspaper advertising associations and such great magazines as *Life* and the *Saturday Evening Post*.

I also pointed out to my friend that our national association, NADA, is spending a considerable amount of time in working with the manufacturers to point out to them the things that can be done to get the business back on a profitable basis where it should be and to close the vast differential gap in profits now existing in the manufacturing or wholesale end of this business and the dealer or retail end of the automobile business.

I also assured my friend that there are many, many good dealers operating today that are making substantial profits in spite of reduced volume or unfavorable conditions. I pointed out to him that invariably these dealers were those who did not depend so much on their new-car sales for their business and for their profits but the dealers who had found out that the success of an automobile dealership is primarily based on the attention given to service and parts departments and used-car departments.

I told him that he could probably check in any town in any part of the country and he would find that the dealers who had been in business ten to 30 years would be those who had started with the idea of being of service to their customers and who had gradually built up

(Continued on page 123)

The Author: A Veteran Dealer

John H. Lander is today one of the best-known dealers in the nation. He is first vice president of the 20,000-member National Automobile Dealers Association, making him the likeliest successor to Tom Abbott of Fort Worth as president when the NADA convention is held next February at Atlantic City.

The author is a past president of the Atlanta Automobile Association and the Georgia Automobile Dealers Association. Currently he is a member of the six-man Task Force Committee of NADA which has been seeking to work out a more profitable climate in which dealers can operate.

Comet Goes from Five to Nine Models





COMET for 1962, now under the Mercury banner but retaining its singular identity in the compact-car field, has been expanded from five models to nine, including the S-22, a two-door sedan with bucket seats.

There's a standard two-door sedan, four-door sedan, two-door station wagon and four-door wagon. Each has a companion custom model.

The general dimensions of the car are unchanged. One exception is the trunk area, which has more luggage space and easier accessibility.

Two-ply tires will be standard equipment in 1962.

Noise reduction is further improved by adding sound-deadening material in the hood, dash panel, front and rear floor, wheelhouse, package tray, instrument panel, cowl side and luggage compartment floor.

The two-ply tires, standard equipment on all models, were said to be functionally equivalent to the previously used four-ply. They offer some improvement in ride and run cooler at turnpike speeds.

Two sheets of large-diameter rubberized rayon cord are laid criss-cross in the carcass instead of four-plies. The two layers are equivalent in strength to the four-plies and have some inherent advantages.

For example, the two-ply tire has only three internal frictional surfaces in action as the tire rolls over the road. This creates less heat than the four-ply tire, which has five frictional surfaces. As a result, the two-ply tire runs cooler at turnpike speeds, a safety factor.

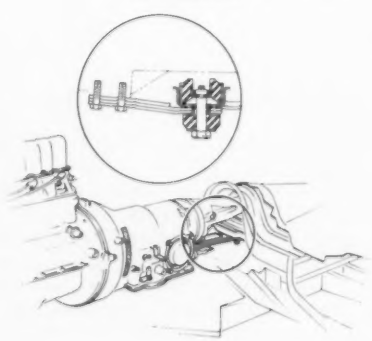
The two-ply tire rides softer because of the more flexible sidewalls. It provides a slight reduction in harshness and improves the ride over rough pavement and tar strips.

Traction is better because the two-ply tires have 22% more tire tread on the road.

Also, there is approximately one pound less weight per tire, the same tire manufacturer's warranty, equivalent fuel economy, performance, cornering characteristics, durability and tread wear.

Before the 1962 Comet model run, the two-ply tire will have been tested more than 30,000,000 miles.

This drawing shows the rear-engine mounting for the Comet's automatic transmission.



Engines have been unchanged, with choice of the standard 144-cubic-inch (85hp @ 4,200rpm) or the optional 17-cubic-inch (101hp @ 4,400rpm).

The front suspension is independent and incorporates the anti-dive feature. The upper arm is a stamped plate pivoting on threaded metal bushings. The coil springs are mounted over the upper arm. The lower arm is a combination of a stamped channel arm with a semi-trailing stabilizing strut connecting the arm to the front body member. All connections and bearings are rubber for maximum shock dampening. Spindles are integral with the steering arms and are mounted by ball-joints to the upper and lower arms. A link-type stabilizer bar is fitted to control roll.

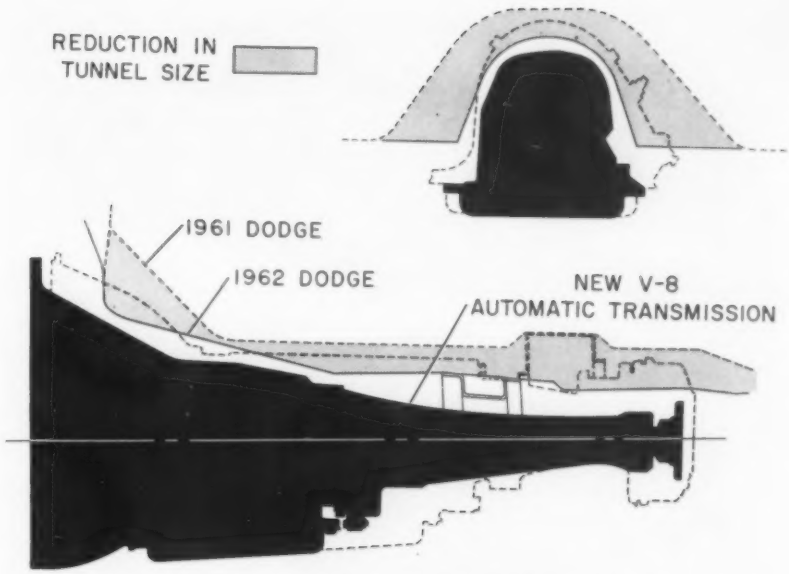
Improved front suspension ball-joint seals for better grease retention and sealing out of water and dust.

All models use nine-inch diameter composite drums with riveted brake linings. Front brakes are 2½" wide and 1½" wide rear brakes on sedans and 2¼" wide rear brakes on the station wagon. Brake lining area is 131 square inches on sedans, 157 on the station wagon.

A single section inlet pipe extends from the engine exhaust manifolds to the muffler back of the axle. The muffler has aluminized interior baffles and galvanized exterior construction to prolong durability. The muffler is four inches longer in 1962.

Comet is one of the popular "compacts" which have been accounting for a growing percentage of the new-car-sales market. More than one of every three new cars sold this past model year were a "compact," with predictions by many industry leaders placing the near-future potential at around 50% of all car sales, depending on the over-all sales volume which is chalked up.

Dodge Sharpens Its Dart



You can see how the transmission hump and tunnel are lower in the 1962 Dodge Dart. Engine is placed lower and farther forward this year. An all-aluminum and smaller automatic transmission (along with relocation of the parking brake) contributes to the lower silhouette.

DODGE has sharpened its Dart for 1962.

The interior has been completely redesigned, from steering wheel and instrument panel to new seats and fabrics.

Major engineering changes include a lighter, more compact automatic transmission; forced-air heating and ventilating system; a new throttle control; concentric steering column manual gearshift; full unit construction body; new starting motor; automatic brake adjustment; easier handling manual steering and long-lasting sealed lubrication for chassis fittings.

The 116"-wheelbase Dart is available in three series, but the Seneca, Pioneer and Phoenix designations have been dropped. For 1962, the lowest-price series is called "Dart"; the middle-line, "Dart 330", and the top-series, "Dart 440". Twenty-three models are offered.

"Dart 440" series — four-door sedan, two-door hardtop, four-door hardtop, convertible, six-passenger wagon and nine-passenger wagon. All models are available with the Slant Six or V-8 engines, except the four-door hardtop, convertible and station wagons, which are offered only with the V-8.

With emphasis on increasing passenger space, the entire powerplant is located farther forward and downward in the car. New and smaller chassis components reduce floor hump and tunnel dimensions.

A small, lightweight automatic transmission has been designed for V-8 models. Torque converters are smaller; converter and transmission housings are shorter and slimmer. A lighter, smaller, geared starting motor contributes to space savings.

Weight reductions add up to more than 200 pounds per car. The new V-8 automatic transmission and torque converter weigh about 60 pounds less than their predecessor.

Standard engines for the Dart are the 230hp, 318-cubic-inch V-8 and the 145hp, 225-cubic-inch Slant Six. Both use regular gasoline. A 260hp, 318-cubic-inch V-8 power package with four-barrel carburetor and dual exhausts is an option.

A high-performance option is also available. It is a 305hp, 361-cubic-inch V-8 with special camshaft, dual exhausts and four-barrel carburetion.

The lighter, more compact automatic transmission for V-8 engines replaces the TorqueFlite transmission which has been used since 1957. The ratios, however, are the same as those of the TorqueFlite: low—2.45, intermediate—1.45, direct—1.00 and reverse—2.20. Control functions are similar. The unit has the same pushbutton operation.

(Continued on page 164)







Mercury for '62

MERCURY carries a variety of improvements for the new year.

An advance in ball-joint suspension design is made in the 1962 Monterey. It is spring-loaded lower ball-joints. The spring-loaded lower ball-joints incorporate a conical spring and stamped steel seat which presses against the spherical joint to keep the spherical part continually in contact with the seat.

Since the 1961 Monterey had a similar spring in the upper ball-joints, the 1962 front suspension is fully spring-loaded. This reportedly keeps the ball-joints as tight as when the car was new even after thousands of miles.

The cups retaining the spring-loaded ball-joints are made of 50% heavier steel than before and provide additional grease capacity. A 30,000-mile supply of molybdenum disulphide-based lubricant is sealed into the joints at the factory. After 30,000 miles or two years, the nine sealed joints can be re-packed at moderate cost. The seals which hold in the lubricant also serve to keep out dust, dirt and road splash.

Spring-loading the ball-joints also makes it easier to check front wheel alignment. Steering is easier in the Monterey in 1962 as an additional improvement in the front suspension with the introduction of a low-friction teflon thrust washer for the lower ball-joint for easier turning.

Two needle bearings on the sector shaft in the steering gear box make the Monterey easy to turn, and a large idler arm bushing reduces steering effort and prolongs service life. Steering column on all cars with automatic transmission is concentric and with standard transmission column is eccentric. Columns and steering wheels are color-keyed to the car's interior. The automatic transmission indicator has a new housing, and a new instrument panel cover plate is used for standard transmission cars with the eccentric steering column.

A new fuel filter with replaceable element good for normal service life of 30,000 miles has been developed, replacing a filter in which the whole unit was replaced after 12,000 miles.

This filter is placed in the fuel line between the pump and the carburetor. Its highly efficient pleated paper element reportedly will last 2½ times as long as the previous filter assembly. The replaceable element filter also eliminates the sediment bowl and thereby improves the appearance of the engine compartment and reduces cost of maintenance.

Monterey V-8 engines for 1962 have a new float chamber needle valve assembly for the carburetor which reduces carburetor maintenance.

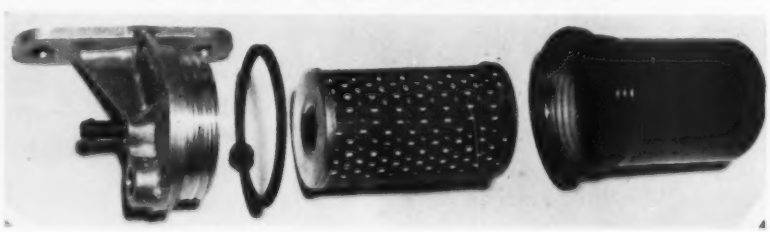
The new thing about the needle valve assembly is the Viton plastic seat which is less subject to clogging with dirt particles. Closer matching of the needle valve and its seat gives positive closing to shut off the flow of fuel to the float chamber when it is not needed, thus helping to prevent wasteful flooding of the chamber. Plastic bushings for the throttle plate last for the life of the car and require no servicing.

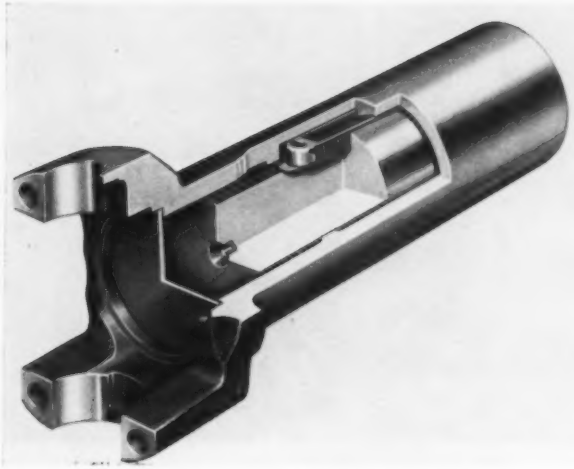
Another feature which helps reduce the cost of ownership of a car is the installation at the factory of extended life coolant in the radiator. This improved permanent-type anti-freeze containing ethylene glycol concentrate and a more effective rust inhibitor protects to 35° below zero and, if the cooling system remains in good repair, lasts 30,000 miles or two years. It does not require spring and fall drainage.

Engine offerings include a 223-cubic-inch Super Economy 6, an advanced-design, short-stroke low-friction engine with overhead valves and deep block construction. Major improvement is self-adjusting silent lash rocker arms installed as a valve lash compensating device to make a

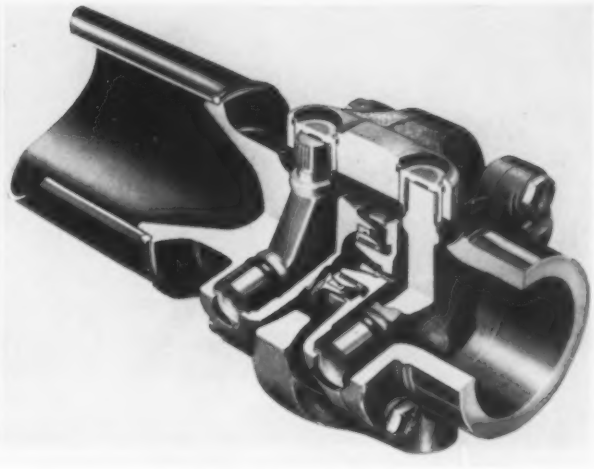
(Continued on page 165)

This is an exploded view of the Monterey's fuel filter.





Double Cardan constant velocity universal joint.



Roller spline driveshaft slip yoke.

Lincoln Sports Refinements

THE Lincoln Continental has gone in for greater refinements for 1962.

Continental continues with an industry first introduced in 1961 which contributes importantly to make the driveline quiet. It is a roller or needle bearing slip yoke design at the coupling of the transmission output shaft to the driveshaft. This allows smooth driveline operation because it eliminates the fore and aft slippage friction at the splines used in conventional arrangements. This feature also contributes to a softer rear suspension.

The driveshaft is rubber-bushed internally to absorb potential axle noise and produce a smoother drive. It also features a forged small diameter end. Maximum durability is designed into the rear axle with larger companion flange and heavy axle shaft bearings, as well as coarse-pitched differential gear teeth with increased root diameter.

Possibility of vibrations from the engine, driveline and axle being transferred to the body and to the passengers is reduced by spring steel crossmember engine support which is isolated from the body by butyl rubber mounts. In effect, three distinct springing mediums absorb the vibrations.

Front wheels of the Continental should remain in proper alignment indefinitely as a result of the accurate self-positioning caster-camber adjustment which eliminates the need for shims. The upper arm attachment has slotted holes to allow lateral movement of the upper arm shaft. When the desired caster and camber adjustment is made, attaching bolts are locked in place in the serrated bosses on the shaft and the adjustment is set for life of the car under normal operation.

Larger rear shock absorbers and an improved constant viscosity hydraulic fluid on sedan models give a quieter and improved ride. Piston diameter in the new rear shocks in the sedan is increased from 1 3/16" to 1⅜". The premium-quality fluid neither thickens in cold weather nor thins out in hot weather, but maintains its viscosity under all conditions. Both front and rear shocks have rebound cut-off control which gently slows the front or rear wheels to a cushioned stop in the down direction without the impact or feed-back of an ordinary rebound bumper. The hardened, chrome-plated shafts operate smoother and are more durable. Front shock absorber shafts are protected against dust and stone damage by a dust shield.

New sound barriers are set up to

(Continued on page 166)

Lincoln Continental's rubber-element driveline noise damper appears below.





F-85 Adds Convertibles

Two convertibles are being introduced in Oldsmobile's F-85 series—the sports convertible and the de luxe Cutlass convertible.

The Cutlass convertible, like its companion model, the Cutlass coupe, will be equipped with all-Morocceen interiors, front bucket seats and the Cutlass 185, ultra-high-compression, aluminum V-8. This engine, which has a 215-cubic-inch displacement, a four-barrel carburetor and a 10.25 to 1 compression ratio, is designed for maximum operating efficiency with premium-grade gasolines. Its power-to-weight ratio is extremely low—one horsepower per two pounds of engine weight.

The Cutlass engine is available as an extra-cost option on all F-85 models.

The standard engine for all other F-85's is the eight-cylinder, 155hp aluminum Rockette engine. It also has a displacement of 215 cubic inches, but is equipped with a two-barrel carburetor and 8.75 to 1 compression ratio for operation on regular-grade fuel.

Among the body design improvements is almost two inches of additional room between the front and rear seats of the four-door sedans for greater passenger comfort.

Styling changes in the F-85 include a completely different front-end with new hood, grille and headlamp housings, and a restyled rear section with twin tail lamps mounted on each side. The backup lamps are now located on the lower body panel, below the rear bumper. Body side moldings on de luxe models are of a different design and are positioned to create a new styling accent. New also is a wide, stainless steel rocker panel molding.

Mechanical advances include improvements in the four-speed Hydra-Matic transmission, available as an extra-cost option. As in the Oldsmobile Dynamic 88, Super 88 and 98 models, incorporation of a pressure-compensating shift pattern provides a smoother-than-ever transition between various speed ranges.

A three-speed synchromesh transmission is standard.

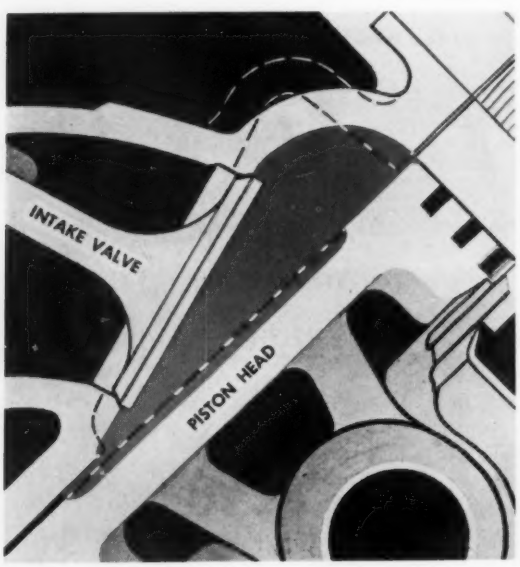
In all F-85 models new shock absorber valving and revisions in the front suspension isolation mountings provide a softer, quieter ride.

In addition to the convertibles, these other F-85 models are offered for 1962: a four-door sedan; four-door, two-seat station wagon; four-door, three-seat station wagon and a club coupe; de luxe four-door sedan and a de luxe four-door, two-seat station wagon, and the Cutlass sports coupe. One of the new colors is a brilliant "Chariot Red."

Extra-cost optional equipment includes Oldsmobile Roto-Matic power steering and an air-conditioning unit designed specifically for this smaller Oldsmobile.

The previous five-cylinder com-

(Continued on page 111)



New shape of the combustion chamber area in 1962 Oldsmobile Rocket, Skyrocket and Starfire engines is shown here. It may be compared with the 1961 shape as shown by the dotted lines. The "roof" of the combustion chamber in the cylinder head has been lowered and more smoothly contoured. Tops of new pistons are slightly "dished," increasing compression ratio and improving the breathing ability. Compression ratio on the 330hp Skyrocket engine, powering the Super 88 and 98 models for 1962, has been increased to 10.25 to 1. The Starfire engine of 345hp is 10.5 to 1. Compression ratio of the 280hp Rocket engine has been increased to 10.25 to 1 from 8.75.



'Straightaway' Olds Styling

"STRAIGHTAWAY" styling eliminates the rear visor overhang in the 1962 Oldsmobiles.

An addition to the line is the Starfire coupe shown above with its "convertible-top" styling and distinctive band of brush-textured anodized aluminum extending from front to rear.

Luxuriously and tastefully appointed, it offers the same color, trim and mechanical features as the earlier-introduced Starfire convertible.

Included as standard equipment on the new 345hp Starfires are front bucket seats, a sports-type power console, smoother Hydra-Matic transmission, self-adjusting power brakes and dual exhausts. Genuine leather is extensively used in the car's interior.

The 1962 88's and 98's feature a new styling silhouette with a longer, lower, sportier look, and engine performance reportedly unmatched in Oldsmobile history.

The four-speed Hydra-Matic transmission incorporates a "pressure-compensated shift pattern" providing a smoother-than-ever transition between speed ranges.

Maximum brake horsepower of the 1962 Skrocket (four-barrel carburetor) engine, standard on both the Super 88 and 98 series, is increased to 330. Other powerplants are 260 and 345hp, the latter with a compression ratio of 10.5 to 1.

For improved driving comfort and easier entry and exit conditions, the diameter of the de luxe steering wheel on cars equipped with power steering has been reduced by one inch. The steering wheel has also been raised for increased clearance between the wheel and the front seat.

Other 1962 engineering advances include the replacement of all open-end lubrication fittings with factory-sealed units.

Lubrication of the generator and distributor has also been revised to eliminate periodic lubrication under normal operating conditions.

A self-adjusting feature has been incorporated in the power braking systems of the full-size Oldsmobiles. This feature automatically compensates for brake lining wear by adjusting the clearance between lining and drum, eliminating the need for periodic brake adjustments.

The three center main crankshaft bearings on the Rocket, Skyrocket

(Continued on page 111)

"Straightaway" styling eliminates rear visor overhang on this Super 88 Celebrity sedan.



Buick Lowers Tunnel

THAT pesky drive-line tunnel, which too often has been making it rough on any front-seat passenger caught in the middle, has been assailed somewhat by the engineers who have produced the full-size Buick line.

By moving the engine forward four inches, there's less tunnel to poke up at the unfortunate middle man.

Relocating the powerplant forward required revisions in the front suspension system of LeSabre, Invicta and Electra 225. The new front spring support cross-member provides for relocated lower control arm pivot points and shorter upper control arms. The remainder of the front suspension carries over from '61.

The rear seat heater duct has been eliminated from the top of the tunnel area and replaced by two smaller ducts formed into the floor panel, one at either side of the tunnel.

The air-conditioning installation will feature a new six-cylinder compressor with magnetic clutch and a new suction throttling valve will replace the hot gas bypass for control of temperature. This latter feature was said to be aimed at improved durability and easier servicing.

Another new feature on all full-size Buicks is the smaller steering wheel, trimmed down to 16" in diameter to provide more clearance from door to wheel and from seat to wheel, making exit and entrance conditions easier. The smaller diameter also lowers the wheel so shorter people have less trouble in looking over the top.

The LeSabre models will be equipped with a 401-cubic-inch engine. The engine will be the same as the one used in the Invicta and Electra Series, except with a two-barrel carburetor and manifold.

Tentative maximum output of this engine is 280hp at 4,400rpm compared to 250 for the 1961 364-cubic-inch engine. Torque reaches a maximum of 424 foot-pounds at 2,400-rpm. Compression ratio is 10.25 to 1. The LeSabre models will also be available with an optional regular gas engine at no extra cost. This engine is the standard 401-cubic-inch engine modified to provide a compression ratio of 9.0 to 1, permitting the use of regular-grade fuel.

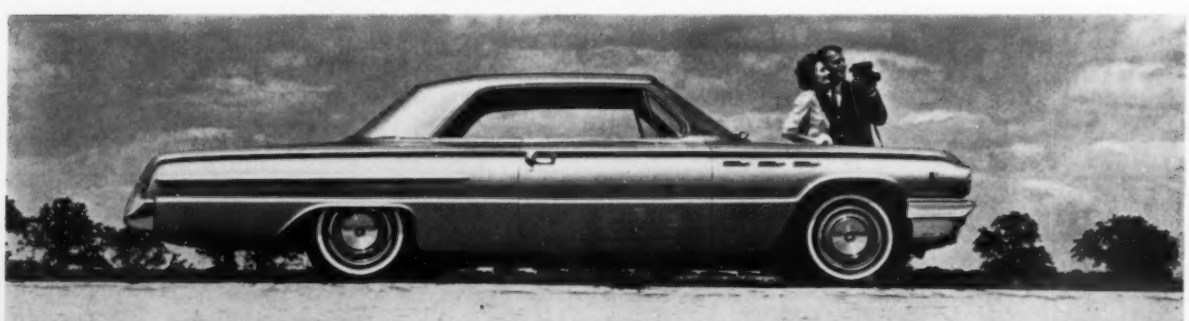
A third engine option that is available in the LeSabre models at extra cost is the Performance Option. This engine will be the same 401-cubic-inch engine, with four-barrel carburetion that is standard for the Invicta and Electra models.

The 401-cubic-inch engines used in the LeSabre, Invicta and Electra Series will have a redesigned water pump, fan pulley and fan spacer. The new water pump and fan spacer have been shortened for added stiffness. The fan pulley offset has also been reduced. These design changes provide better mounting and greatly increase the rigidity of these components. In addition, a new camshaft has been developed which provides for a smoother and quieter engine at idle.

Line-up for the 1962-model availability will show the LeSabre to include a two-door sedan, two-door sport coupe, four-door sedan and a four-door hardtop. The Invicta will have a four-door hardtop, a convertible, a two-seat and three-seat estate wagon. Buick's Electra 225 Series will embrace a four-door sedan, two-door sport coupe, four-door hardtop, four-door riviera sedan and a convertible.

All full-size Buicks will have an entirely new styling appearance, which includes a wedge-shaped radiator grille with inner headlamps set into the grille and outer headlamps blended into front fender contour.

Below appears LeSabre hardtop and, at bottom, the Invicta convertible.







Special Has 90° V-6 Engine

BUICK's standard Special (4000 Series) is offering a cast iron 90° V-6 engine, making possible a lighter, more rigid and more compact powerplant than the in-line six.

A convertible (above) is being added to the Special line for '62 also.

According to Buick engineers, the V-6's lighter weight will result in greater gas economy and less steering effort on the road while parking. The shortness of the crankshaft minimizes crank roughness and engine vibration, they said, while in contrast the in-line six design was termed "high, long and heavy."

The basic engine configuration is closely patterned after the companion 215-cubic-inch Special engine. The bore has been increased to 3.625" and the stroke to 3.2" inches, giving a displacement of 198 cubic inches with six cylinders.

The modern, slanted-saucer type combustion chamber, similar to that of the Special 215 engine, permits operation at 8.8 to 1 compression ratio and uses regular-grade gasoline.

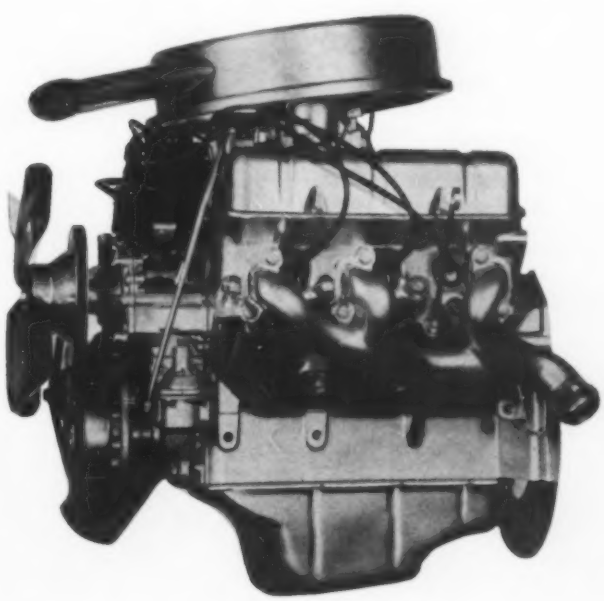
It was said that this engine is from 140 to 179 pounds lighter than current in-line sixes of comparable power output.

In addition to the benefits realized in weight savings with this arrangement, a substantial gain in power output in the usable speed range from 25 to 80mph has repeatedly been obtained as compared with other in-line sixes. This gain is best shown by comparing the engine torque output on a foot - pound per cubic inch displacement basis.

Since the engine firing sequence alternates from bank to bank, resulting in symmetrical firing impulses in each bank, it is possible to obtain a considerable ram effect in the simple two-barrel, log-type intake manifold.

In addition, a scavenging effect is obtained in each exhaust manifold due to the uniform gas pulses. The end result of this intake manifold ram and exhaust manifold scavenging is more power output for quick

(Continued on page 167)



The 1962 Pontiac

New exterior and interior styling, increased over-all length, improved-performance V-8 engines, more rugged suspension systems, extended lubrication limits and smoother, quieter operating Hydra-Matic transmissions headline Pontiac engineering features for 1962.

The new Pontiacs are 1.6″ longer. Catalina sedans, hardtop and convertible models and the Grand Prix coupe are 211.6″ in over-all length, with Star Chiefs and Bonnevilles measuring 218.6″. All three Pontiac station wagons have a length of 212.3″. Over-all width of all models is 78.6″. Heights range from a low of 54.5″ with the two-door hardtop to 56.9″ with the wagons.

Pontiac's Trophy 425 engine, the 389 cubic inch V-8, is available throughout the 1962 line, offering a selection of regular-fuel, low-compression and premium-fuel, high-compression model variations. Standard with synchromesh transmission in the Catalina and Star Chief series is an 8.6:1 compression ratio engine with two-barrel carburetion.

The standard 8.6:1 Bonneville engine employs a four-barrel carburetor. The Grand Prix will include as standard the four-barrel, premium-fuel, high-performance engine.

Optional engines with synchromesh, Hydra-Matic and heavy-duty synchromesh offer two, four and triple two-barrel carburetion with compression ratios ranging from 8.6:1 to 10.75:1.

Among engine improvements are new intake manifolds with larger exhaust heated area and heat transfer fins to increase the heating efficiency of the exhaust gas and thus provide a faster warm-up period and greater operating economy.

Recalibration of the two-barrel carburetor on the basic V-8 engine with Hydra-Matic also effects dividends in economy and smoothness during warm-up. All four-barrel carburetors are redesigned for improved fuel flow control and smoother, more economic road operation.

Engine mounts give better vibration control and a new throttle linkage, utilizing a cross shaft to prevent engine movement from affecting the carburetor throttle position, insures reduced transmission of engine vibration into the car.

In the front suspension, new tapered, roller-type front wheel bearings, previously used only in police car and heavy-duty chassis applications, are more shock-resistant with better thrust load capacity. New rubber suspension control arm bushings in the front lower control arms are engineered with increased cushioning capacity for greater isolation of shock and noise created by rough road surfaces. Shock absorber valves are redesigned for further gains in ride softness.

For improved ride and big car feel the wheelbase of the Catalina series, excepting station wagons, is extended to 120″. Star Chiefs and all models but the station wagon in the Bonneville series are built on the larger 123″ wheelbase. Station wagon wheelbases measure 119″. The new Grand Prix is built on the 120″ wheelbase.

Car maneuverability is enhanced by a redesign of steering arms and tie rods, enabling a reduction of 3′ to 3.5′ in turning diameter.

A special lubrication grease, installed during the car's assembly, permits extension of the chassis lubrication up to 35,000 miles under normal motoring conditions. The crankcase oil drain interval, previously recommended after the first 1,000 miles and each additional 4,000 miles, is advanced to 4,000 miles under favorable conditions. Continued lubrication economy features include a life-time lubricated rear axle and synchromesh transmission and a 25,000-mile interval between Hydra-Matic transmission fluid changes.

Appreciable engineering improvements have been achieved in the Hydra-Matic transmissions. Significant improvement in gear-cutting technique and redesign virtually eliminate a build-up of noise in the rear planetary gears. Continued usage of a rubber insulated propeller shaft with Catalina and Grand Prix models also adds to quieter operation.

Innovations in the Super Hydra-Matic's oil pump effect a lower oil temperature, reducing possibilities of seal damage from overheating.

Increased safety and simplified service are advantages of Pontiac's new power brake system. The advance entails a redesigned power cylinder providing a vacuum reserve chamber within the power unit.

Below appears the Star Chief sedan and, at bottom, the Catalina Vista.





Tempest's sports coupe shows off its sleek lines in this view.

Tempest for '62

THE Pontiac Tempest series for 1962 now includes five distinctively different models with the addition of a convertible coupe.

Originally the Tempest series was composed of a four-door sedan and a four-door Safari station wagon, and was later expanded to include a two-door coupe and a two-door sports coupe having a sportier rear window and custom interior option.

As America's only front-engine-rear-transmission production car, the 1962 Tempest models are quieter, smoother performing and have new exterior and interior styling, with substantial improvements in performance, ride, handling, durability, serviceability, automatic transmissions and accessories.

The grille has been completely restyled to give the Tempest front-end new look. A new emblem ornaments the rear deck lid on all Tempest models and a new Pontiac nameplate is located just above the rear bumper.

Both the Tempest custom coupe and the convertible include door-to-door carpeting on the floor and are available with the Le Mans option consisting of bucket front seats, a carpet-padded scuff panel inserted along the lower edge of the doors and a special instrument panel molding bearing the Le Mans nameplate.

Pontiac engineers have made the Tempest ride even softer by revising the construction of the front suspension upper control arm insulator bushing for a lower torsional rate. The lower control arm strut bushings have also been softened for an improved ride.

The rear suspension geometry has been modified by tilting the rear axle control arm pivot axis to improve car handling.

Front and rear shock absorber valving have been revised for a softer ride.

Tempest's flexible driveshaft has also been refined. New rubber mounted propeller shaft damper bearings provide quieter, smoother operation.

Tempest engines will warm up faster with new intake manifolds that feature a larger exhaust heated area with special flow diverters to increase the heating efficiency of the exhaust gas. The new manifolds improve operating economy during warm-up because of the shortened warm-up (choke-on) period.

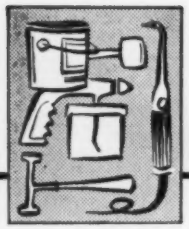
As a result of the new manifolds, the new one-barrel carburetors on four-cylinder engines have been recalibrated, providing improved level road fuel economy in addition to the fuel saved by the shortened warm-up period following each cold start. The air cleaner has been redesigned for better performance and economy.

A completely new intake manifold for the optional four-barrel, four-cylinder engine has streamlined parallel runners.

The convertible and the Safari feature new lines for '62.







BODY SHOP OPERATIONS

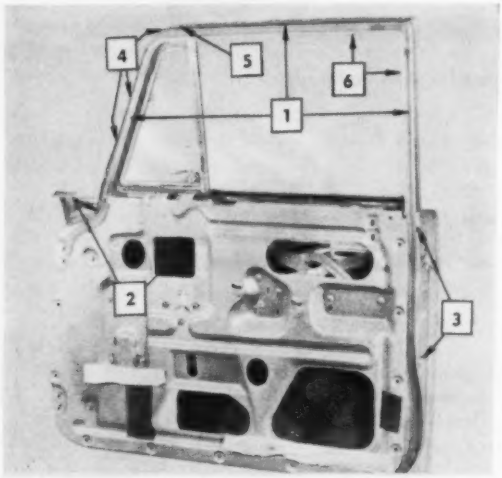


Fig. 1—Front door window frame fastening screws to door and ventilator assembly: 1—door window frame, top and sides; 2—screws, window frame to door hinge pillar; 3—screws, window frame to door lock pillar; 4—screws, window frame to ventilator assembly; 5—screws, window frame to division center glass channel; 6—glass side channel, top and sides.

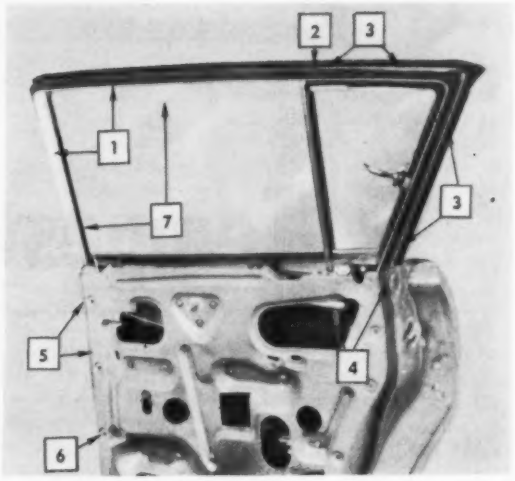


Fig. 2—Rear door window frame fastening screws to door and ventilator assembly: 1—door window frame, top and sides; 2—screw, door window frame to division center glass channel, 3—screws, door window frame to ventilator assembly; 4—screws, door window frame to door lock pillar; 5—screws, door window frame to door hinge pillar; 6—hole plug button and screw to slide channel; 7—glass slide and header channel.

Aligning Rambler Doors

By E. M. LOWERY
Technical Editor

Door alignment and adjustment can be a headache for any body man, especially if he doesn't happen to know some of the intricate details of these operations.

Let's take up this activity on the 1960 and '61 Rambler:

The proper alignment of the door into the door opening is determined and maintained by the proper setting and adjustments of the door and its assembled parts that they as a unit completely enclose the door opening with movable clearances.

A complete door consists of two major units: the lower section or the door unit and the upper section or the door window frame unit.

The alignment of the complete door must, therefore, be divided into two separate settings and adjustments: the door to the lower section of the door opening and fastened securely to the body by the hinges, and the window frame to the upper section of the door opening and securely fastened to the door.

The proper alignment of the lower section can be determined and maintained by setting the hinges, after removal of any attaching parts that may cause interference or distortion of the door in its operation, such as the door lock striker.

Then after adjustment of the door trim panel to the door, should it bind at the hinge pillar, body lock pillar or against the sill plate at the bottom of the door, check the door sealer rubbers at the hinges and the upper section of the door window frame sealer rubbers or weather seal rubbers to see that they do not bind. The doors must swing free.

The contour of the door hinge pillar is the exact duplicate of the contour of the body hinge pillar. The correct setting of door hinges on both the door and the body hinge posts should provide a uniform clearance from top to bottom of the door unit and along the hinge pillar. With this established, the bottom and lock side of the door should also provide a uniform clearance to the floor sill and lock pillar of the body.

The proper alignment of the upper section of the door or the door

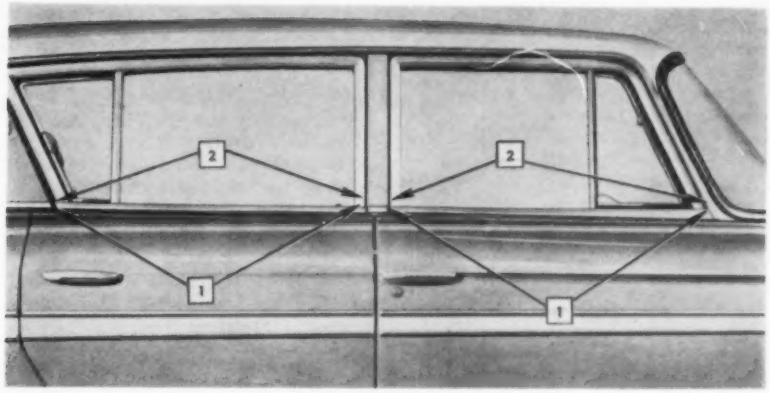


Fig. 3—Location of door in opening for proper setting of door hinges: 1—crease line top of door at bottom of belt molding; 2—uniform spacing, top of door between pillars.

window frame unit can only be determined and maintained after the proper alignment of the lower section of the door unit has been established by the correct setting of the hinges.

The door window frame is movable in or out, up or down, after releasing its fastening screws to the door hinge and lock pillars (Figs. 1 and 2). This movable feature of the window frame to the door in connection with alignment of the door on the hinges provides alignment of the complete door to the door opening in the body.

Proper alignment of the front doors to the opening in the body should be determined by locating the door hinge up or down or in or out on the body so the crease line at the top of the door at the bottom of the belt molding will be in alignment with the crease line at the front body pillar and the center body pillar. Then the door is spaced in the door opening so the joint of the window frame to the top of the door will be spaced the same distance from the front body pillar as it is at the center body pillar (Fig. 3).

The front edge of the doors must have a uniform clearance to the rear edge of the front fender from top to bottom of the door so the door may be opened and closed without any interference from the fenders.

If the door is properly aligned to the opening in the body and interference is encountered at the rear edge of the fender, do not try to realign the door to fit the fender, but move the fender up or down, in or out, forward or back, as required for alignment to the body and door that the door will operate without interference.

Door hinges:

The front door hinges are the cage-type which are recessed into the body hinge posts. The face of the hinge cage is fastened to the face of the body pillar with three screws and the base of the hinge is fastened to the base of the body pillar with one screw visible and accessible when the door is opened.

The front door upper hinge incorporates a door check feature to assist in holding the door in the open position. Both hinges incorporate a door stop to limit the travel of the door when it is opened.

The rear door hinges are flat-type and are fastened to the face of both the body center pillar and door pillar with screws visible when the door is open (Fig. 4).

These hinges only serve to carry the weight of the door and secure it to the body.

All door hinges operate on hinge pins.

The hinge pins are serrated at the top to bite into the top half of the female section of the hinge to prevent turning of the hinge pin when the door is opened and closed. This confines the movable surface of the hinge pin to the male section of the hinge.

The male section of the hinge on the front door is the hinge shaft which is fastened to the door, while on the rear doors the male section is fastened to the center body pillar.

The hinge pins are spiral-grooved to retain and distribute lubricant to the complete movable section of the pin in the hinge. This also provides easy operation of the doors and prevents excessive wear to the hinges and hinge pins.

The hinge pins should be removed and packed with Lubriplate to insure positive lubrication. However, light oil may be applied to the hinge pin on the front doors with a pressure oil can placed at the top of the hinge shaft inside the hinge cage through the opening of the hinge into the body pillar when the door is open.

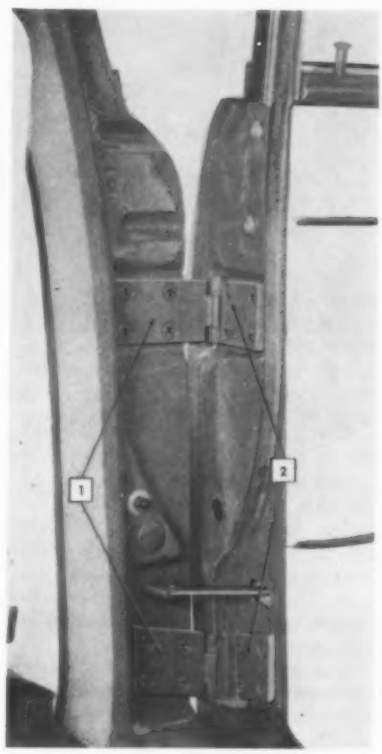


Fig. 4—Rear door hinges: 1—four screws, hinge to center body pillar; 2—four screws, hinge to door.

On the rear door hinges, oil grooves (V's) are provided in the top and bottom surface of the hinge male section whereby oil may be applied. These are visible and accessible when the front door is open and the rear door is closed.

October: Adjusting the Corvair Seat

Want to know details of how to adjust the seat of the Corvair? Ed Lowery will explain them and also repositioning this seat in an article next month.

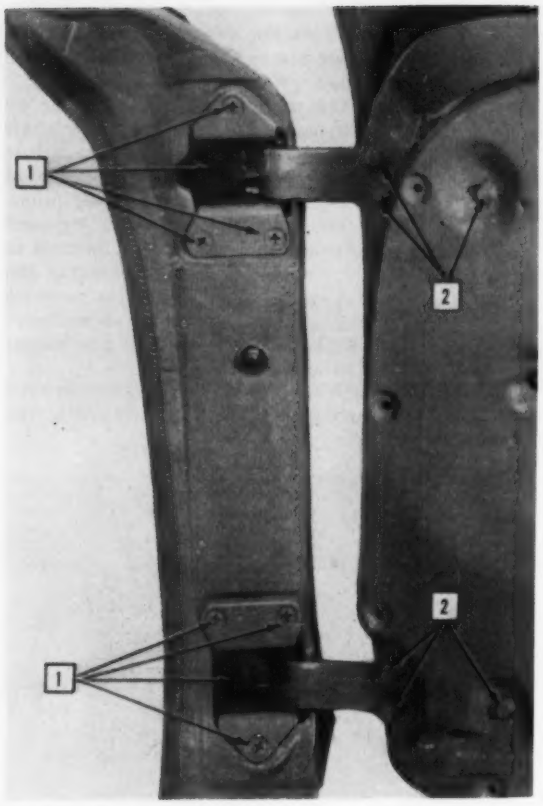


Fig. 5—Front door hinge fastening to body and door: 1—door hinge cage screws to body pillar; 2—door hinge shaft screws to door pillar and inner panel.

Hinge adjustment:

The front door hinges are adjustable to the body and the door.

The rear door hinges are only adjustable to the body. The body hinge pillars have tapped movable plates for both the front and rear doors that are encased in the body pillars. This permits movement of the hinges up or down, in or out to effect proper door alignment.

The front doors may be moved forward or back in the opening as the fastening holes in the door are elongated for movement of the hinge shaft in the door.

To move the rear door forward or back in the opening, it will be necessary to use shims behind the hinges. Steel shims for the rear door hinges are available for service.

Bending hinges to move the door in the opening should be avoided, particularly the practice of inserting a hammer between the door and body at the hinge and then closing the door. This may distort the hinge pillars instead of spreading the hinges. Hinges that have been spread excessively should be removed and inserted in a vise for straightening.

Note: After making any adjustment on the hinges or alignment of the door, the combination lock striker on the body lock pillar should be adjusted.

Keep both interior and exterior hinge screws tight on the door and body (Fig. 5). Use the proper screwdriver to eliminate damage to the screw heads and insure proper tightening.

Door lock striker assembly:

The door lock striker serves a dual purpose: it keeps the door lock in a latched position to the body and serves as a female dovetail preventing the door from moving up and down (Fig. 6).

The latch pin engages the forked section of the lock outside latch (Fig. 7) and as the door is completely closed, the latch revolves, forcing the top surface under the upper wedge on the striker.

The upper wedge on the striker is tapered. It moves in and out under spring tension when closing and opening the door. This movement allows a constant bearing for the top surface of the latch without binding during movement of the door when closing and opening. When the door is completely closed and the lock latch has revolved to a vertical position, the wedge seats itself firmly against the top surface of the lock latch, eliminating any up and down movement.

Adjustment of striker plate:

The body pillars are provided with a tapped movable lock plate that is encased in the pillar which permits movement of the striker plate up or down, in or out (Fig. 8).

The striker plate should be adjusted so the top of the forked section of the lock outside latch (Fig. 7) will rest on the top of the striker latch pin.

When the door is closed at this setting, the door will not move up or down in the opening as it is being closed.

The striker plate should be moved toward the inside of the body as far as possible and still permit latching the door without excessive pressure or slamming. This will compress the door sealer rubber sufficiently to eliminate any door noise or movement in the door.

In cases where the striker plate

Fig. 6—Door lock striker assembly (right side shown): 1—door lock striker assembly; 2—latch pin and guard; 3—wedge; 4—wedge pin; 5—wedge housing; 6—wedge spring.

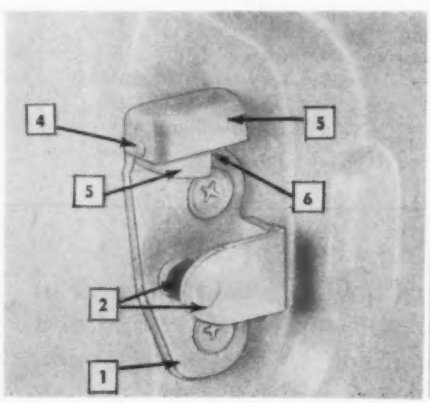
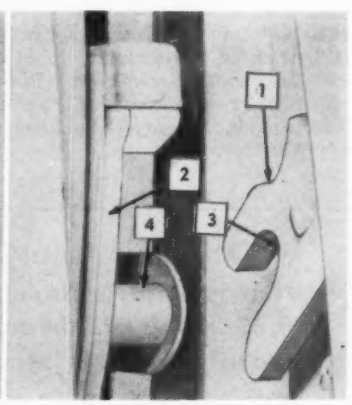


Fig. 7—Lock striker latch pin engaging forked section of lock outside latch: 1—lock outside latch; 2—lock striker; 3—top of forked section of lock outside latch; 4—top of striker latch pin.



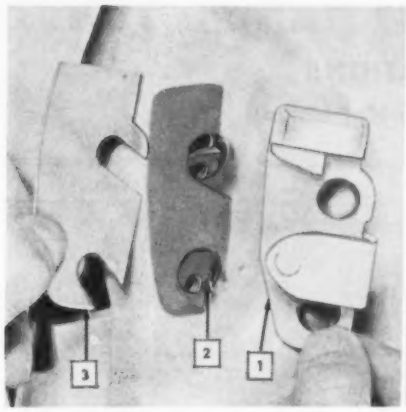


Fig. 8—Adjustment of striker plate: 1—striker plate assembly; 2—striker adjustable lock plate; 3—striker steel shim.

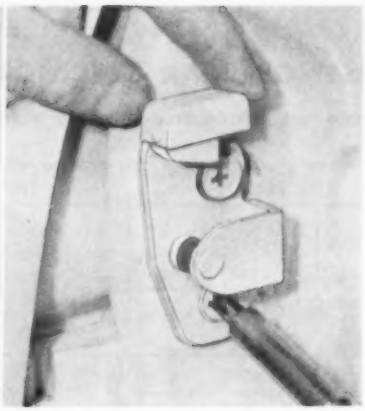


Fig. 9—Moving top of lock striker to vertical position.

has been moved in as far as possible and the door sealer rubber is not tight against the body, it is then necessary to remove the striker plate and ream the inner edge of the holes in the body lock pillar.

After the striker plate has been located for the proper adjustment, then move the top of the striker toward the outside of the body (Fig. 9), or to a vertical position. This will insure a positive bearing surface for the top of the door latch and prevent the possibility of its becoming disengaged from the striker latch pin.

The lock striker should also extend far enough from the body lock pillar to permit the full width of the lock latch to bear on the latch pin. To obtain this setting, install steel shims back of the lock striker (Fig. 8).

Caution: Never hit or try to bend either unit on the striker or lock to bring it into proper alignment. Units that have been damaged should be replaced.

In cases where only the aluminum window frame does not seal tight against the body, loosen screws holding window frame to door hinge and lock pillars, and remove the division bar channel adjusting stud at bottom of division bar. Then pull top of window frame in toward body and tighten screws and reinstall and adjust division bar channel adjusting stud.

Lubrication:

Lubriplate should be inserted into the wedge housing for easy operation of the wedge top against the housing and also on the wedge pin. A light film of Lubriplate should be applied to the bottom of the wedge and on top of the lock latch.

Note: When adjusting lock strikers, the door must be opened and closed to check for proper adjustment. Always lower the glass to prevent the body from becoming air-bound, so that the proper adjustment may be obtained.

In winter be sure the sealer rubbers are soft before adjusting lock striker or door.

Door sealer rubbers:

The door sealer rubbers on the four-door sedan and station wagon models are one piece for the top, sides and bottom of the front doors. The rear doors are one piece for the top and sides and one piece for the bottom of the doors.

They are made of sponge rubber with a skin over the complete exterior. Their purpose is to seal around the door at all points of contact with the body. These sealer rubbers are cemented to the door with rubber cement.

They are also fastened to the bottom of all doors with fasteners and on top of the front door hinge pillar with two fasteners. These fasteners are inserted through the rubbers into holes drilled into the door inner panel (Figs. 10 and 11).

The ends of the rubbers are cemented together at the lower section of the door lock pillar; then a fastening plate with two sharp-pointed prongs is inserted into the ends of the rubbers to hold them together and the body section of the plate is fastened to the door with a sheet metal screw (Fig. 11).

An additional auxiliary sealer rubber is cemented and clipped to the top front section of the front door extending from the upper hinge to the door window frame (Fig. 10).

Sealer rubber replacement:

Replacement door sealer rubbers are coated with graphite or powder to prevent stickiness while being carried in parts stock.

Remove all graphite or powder with a cloth dampened in gasoline.

Remove all old rubber from door and clean thoroughly. Then use "Silicon-Off" to remove any silicone that may be on the door from previous applications to the sealer rubbers.

Apply a thin coat of rubber cement to the door pillar and flange.

Also apply a thin coat of rubber cement to the sealer rubber on both sides which contact door flange and

(Continued on page 106)

Fig. 10—Front door sealer rubbers and fastening clips—door hinge side and bottom: 1—fastening clips, door sealer rubber to bottom of door; 2—fastening clips, door sealer rubber to top of door hinge pillar; 3—front door auxiliary sealer rubber and fastener clip; 4—door window frame weatherseal; 5—front body pillar rubber drain trough.

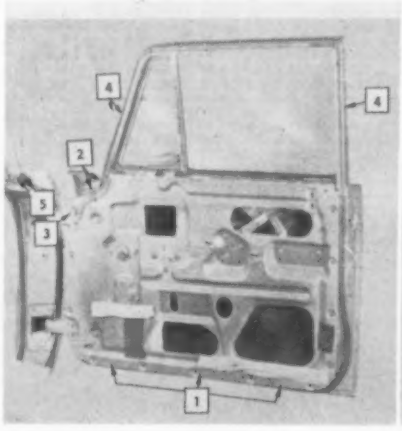
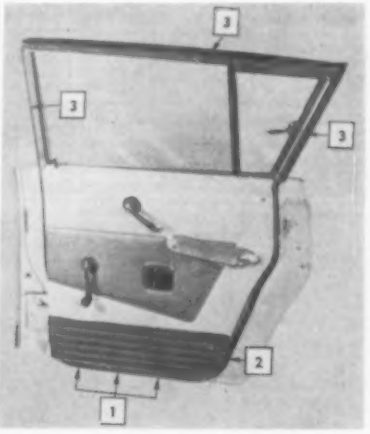


Fig. 11—Rear door sealer rubbers and fastening clips—door lock side and bottom: 1—fastening clips, door sealer rubber to bottom of door; 2—door sealer rubber ends, fastening plate and screws; 3—door window frame weatherseal.



1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		ENGINE							FLUID CAPACITIES				WHEEL ALIGNMENT		
		Front	Rear	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qts.)	Transmission (Au.) (Pts.)	Fuel Tank (Gals.)	Cooling System (No Heater) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special	112	56	56	V8 I	3.50x2.80	39.2	155@4600	220@2400	215	8.8–1	4	12	16	12	—¾	0 to ¼	1/16 to 1/8
BUICK Le Sabre	123	62	61	V8 I	4.125x4.3	54.45	250@4400	384@2400	364	10.25–1	4	24	20	17	—½	± ¼	3/16 to 1/8
BUICK Invicta	123	62	61	V8 I	4.1875x3.64	56.11	325@4400	445@2400	401	10.25–1	4	24	20	17	—½	± ¼	3/16 to 1/8
BUICK Electra	126	62	61	V8 I	4.1875x3.64	56.11	325@4400	445@2400	401	10.25–1	4	24	20	17	—½	± ¼	3/16 to 1/8
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville, 60 Fleetwood, 62 Eldorado and Biarritz	129.5	61	61	V8 I	4x3.875	51.2	325@4800	430@3100	390	10.5–1	5	18	21	18½	—½ to —1½	F	3/16 to 1/8
CADILLAC Fleetwood 75	149.8	61	61	V8 I	4x3.875	51.2	325@4800	430@3100	390	10.5–1	5	18	21	18½	—½ to —1½	F	3/16 to 1/8
CHEVROLET 6	119	60.3	59.3	6 I	3.56x3.94	30.4	135@4000	217@2000	235.5	8.25–1	5	9	20	17	0 to ± ½	+30′ to ± 30′	1/16 to 1/8
CHEVROLET 8 (283 cu. in.)	119	60.3	59.3	V8 I	3.875x3	48	170@4200	275@2200	283	8.5–1	4	9	20	17½	0 to ± ½	+30′ to ± 30′	1/16 to 1/8
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8 I	4.125x3.25	54.5	250@4400	355@2800	348	9.5–1	4	19	20	21	0 to ± ½	+30′ to ± 30′	1/16 to 1/8
CHEVROLET Corvair	108	54	54	6A	3.4375x2.6	28.4			145	8–1	4	6	14		3 ± ½	½ to ± ½	1/16 to 3/16
CHEVROLET Corvette	102	57	59	V8 I	3.875x3	48	230@4800	300@3000	283	9.5–1	5	9	16.4	15½	2 ± 30′	0 ± 30′	0
CHRYSLER Newport	122	61	59.7	V8 I	4.12x3.38	54.3	265@4400	380@2400	361	9–1	5	22	23	16	C	B	1/16
CHRYSLER Windsor	122	61	59.7	V8 I	4.25x3.38	57.8	305@4600	410@2400	383	10–1	5	22	23	16	C	B	1/16
CHRYSLER New Yorker	129	61.2	60	V8 I	4.18x3.75	55.9	350@4600	470@2800	413	10–1	5	22	23	16	C	B	1/16
CHRYSLER Imperial	129	61.8	62.2	V8 I	4.18x3.75	55.9	350@4600	470@2800	413	10–1	5	22	23	16	C	B	1/16
COMET (144.3 cu. in.)	114	55	54.5	6 I	3.5x2.5	29.4	85@4200	134@2000	144.3	8.7–1	3½	15	14	8.7	1½ ± ½	0 to ½ ± ½	1/16 to 3/16
COMET (170 cu. in.)	114	55	54.5	6 I	3.5x2.94	29.4	101@4400	156@2400	170	8.7–1	3.5	15	14	8.7	1½ ± ½	0 to ½ ± ½	1/16 to 1/8
DE SOTO	122	61	59.7	V8 I	4.12x3.38	54.3	265@4400	380@2400	361	9–1	5	22	20	16	C	B	1/16
DODGE Lancer	106.5	56	55.5	6 I	3.4x3.125	27.7	101@4400	155@2400	170	8.2–1	4	15	13	11	C	B	1/16
DODGE Dart 6	118	61.5	60.1	6 I	3.4x4.125	27.7	145@4000	215@2800	225	8.2–1	4	15	20	13	C	B	1/16
DODGE Dart 8	118	61.5	60.2	V8 I	3.91x3.31	48.9	230@4400	340@2400	318	9–1	5	20	20	13	C	B	1/16
DODGE Polara	122	61.5	60.2	V8 I	4.12x3.38	54.3	265@4400	380@2400	361	9–1	5	19	20	16	C	B	1/16
FORD Fairlane 6	119	61	60	6 I	3.62x3.6	31.54	135@4000	200@2000	223	8.4–1	4	20	20	15	± 1/16	¼ to 1	1/16 to 1/16
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	119	61	60	V8 I	3.75x3.3	45	175@4200	279@2200	292	8.8–1	5	20	20	19	± 1/16	¼ to 1	1/16 to 1/16
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	119	61	60	V8 I	4x3.5	51.2	220@4400	336@2400	352	8.9–1	5	20	20	19.5	± 1/16	¼ to 1	1/16 to 1/16
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	119	61	60	V8 I	4.05x3.78	52.49	300@4600	428@2800	390	9.6–1	5	20	20	19.5	± 1/16	¼ to 1	1/16 to 1/16
FORD Falcon (170 cu. in.)	109.5	55	54.5	6 I	3.5x2.94	29.4	101@4400	156@2400	170	8.7–1	4½	12½	14	8.7	± 1½	¾ ± ½	¼ to 5/16
FORD Thunderbird	113	61	60	V8 I	4.05x3.78	52.49	300@4600	427@2800	390	9.6–1	5	20	20	19.5	—¼ to —1¼	0 to +1	1/16 to 5/16
FORD Falcon (144.3 cu. in.)	109.5	55	54.5	6 I	3.5x2.5	29.4	85@4200	138@2000	144.3	8.7–1	4½	3½	14	8.7			
LINCOLN Continental	123	62.1	61	V8 I	4.3x4.7	59.17	300@4100	465@2000	430	10–1	5	23	21	22	0 to —90′	0 to 45′	.063 to .188
MERCURY Meteor 600	120	61	60	6 I	3.62x3.6	31.54	135@4000	200@2000	223	8.4–1	4	19	20	15	± 1/16	+¼ to +1	1/16 to 1/16
MERCURY Meteor 800 and Monterey (292 cu. in.)	120	61	60	V8 I	3.75x3.3	45	175@4200	279@2200	292	8.8–1	5	20	20	19	± 1/16	+¼ to +1	1/16 to 1/16
MERCURY Meteor 800 and Monterey (352 cu. in.)	120	61	60	V8 I	4x3.5	51.2	220@4400	336@2400	352	8.9–1	5	20	20	19.5	± 1/16	+¼ to +1	1/16 to 1/16
MERCURY Meteor 800 and Monterey (390 cu. in.)	120	61	60	V8 I	4.05x3.78	52.5	300@4600	427@2800	390	9.6–1	5	20	20	19.5	± 1/16	+¼ to +1	1/16 to 1/16
OLDSMOBILE F85	112	56	56	V8 I	3.5x2.8	39.2	155@4800	210@3200	215	8.75–1	4	12	16	11	—½ to —1½	0 to +¾	1/16
OLDSMOBILE 88	123	61	61	V8 I	4.125x3.687	54	250@4200	405@2400	394	8.75–1	4	11	20	19¼	0 to —1	—¼ to +¼	0 to 1/16
OLDSMOBILE Super 88	123	61	61	V8 I	4.125x3.687	54	325@4600	435@2800	394	10–1	4	11	20	19¼	0 to —1	—¼ to +¼	0 to 1/16
OLDSMOBILE 98	126	61	61	V8 I	4.125x3.687	54	325@4600	435@2800	394	10–1	4	11	20	19¼	0 to —1	—¼ to +¼	0 to 1/16
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60.9	59.6	6 I	3.4x4.125	27.7	145@4000	215@2800	225	8.2–1	4	15	20	13	C	B	1/16
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8 I	3.91x3.31	48.9	230@4400	340@2400	318	9–1	5	20	20	20	C	B	1/16
PLYMOUTH Super Fury 8	118	60.9	59.6	V8 I	3.91x3.31	48.9	260@4400	345@2800	318	9–1	5	19	20	20	C	B	1/16
PLYMOUTH Valiant	106.5	56	55.5	6 I	3.4x3.125		101@4400	155@2400	170	8.2–1	4	15	13	11	C	B	1/16
PONTIAC Catalina and Ventura	119	62.5	62.5	V8 I	4.06x3.75	52.8	215@3600	390@2000	389	8.6–1	4	12	25	18½	—1½ ± ½	+¼ ± ½	0 to 1/16
PONTIAC Star Chief and Bonneville	123	62.5	62.5	V8 I	4.06x3.75	52.8	235@3600	402@2000	389	8.6–1	4	18	25	18½	—1½ ± ½	+¼ ± ½	0 to 1/16
PONTIAC Tempest 4	112	56.8	56.8	4 I	4.6x3.75	26.4	100@3800	190@2000	194.5	8.6–1	4	4	15.5	11.6	—1.40′ to ± ½	+0.8 ′to ± ½	0 to 1/16
PONTIAC Tempest 8	112	56.8	56.8	V8 I	3.5x2.8	39.2	155@4600	220@2400	215	8.8–1	4	4	15.5	11.6	—1.40′ to ± ½	+0.8 to ± ½	0 to 1/16
RAMBLER American—De Luxe and Super	100	54.62	55	6 L	3.125x4.25	23.44	90@3800	160@1600	195.6	8–1	4	20	20	11	D	0 Prf.	1/16 to 3/16
RAMBLER American Custom	100	54.62	55	6 I	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7–1	4	20	20	10	D	0 Prf.	1/16 to 3/16
RAMBLER 6	108	57.75	58	6 I	3.125x4.25	23.44	127@4200	180@1600	195.6	8.7–1	4	20	20	9½	E	0 Prf.	1/16 to 3/16
RAMBLER 8	108	58.75	59.12	V8 I	3.5x3.25	39.2	200@4900	245@2500	250	8.7–1	4	20	20	19	E	0 Prf.	1/16 to 3/16
RAMBLER Ambassador	117	57.75	59.12	V8 I	4x3.25	51.2	250@4700	340@2600	327	8.7–1	4	22	20	18	E	0 Prf.	1/16 to 3/16
STUDEBAKER Lark 6	108.5	57.37	56.56	6 I	3x4	21.6	112@4500	154@2000	169.6	8.5–1	5	18	18	11	± ¾ 0 Prf.	0 to +1	1/16 to 1/8
STUDEBAKER Lark 8	108.5	57.37	56.56	V8 I	3.56x3.25	40.6	180@4500	260@2800	259.2	8.8–1	5	18	18	17	± ¾ 0 Prf.	0 to +1	1/16 to 1/8
STUDEBAKER Hawk Coupe	120.5	57.37	56.56	V8 I	3.56x3.62	40.6	210@4500	300@2800	289	8.8–1	5	18	18	17	—1½ to —3	0 to +1½	1/16 to 1/16

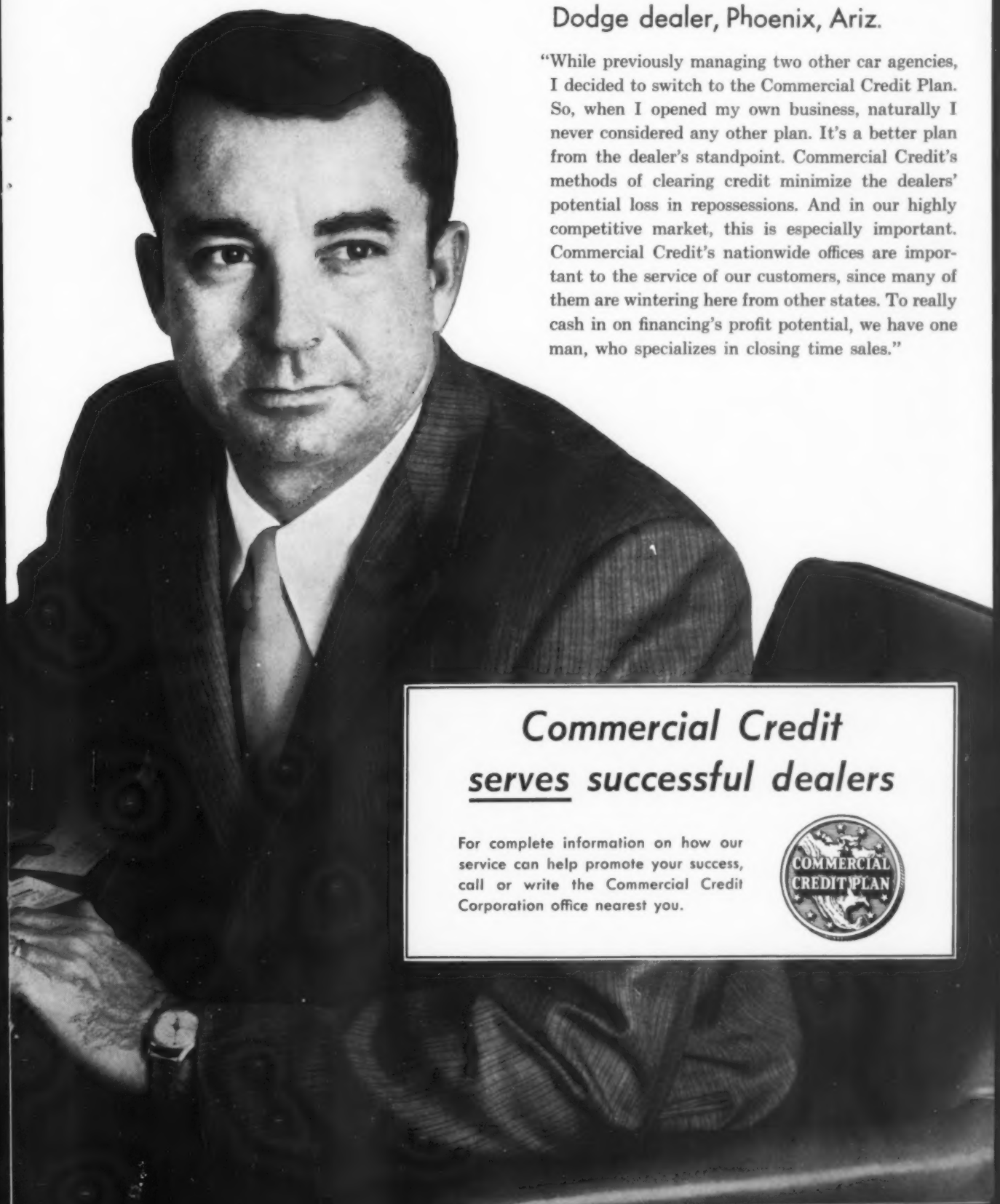
ABBREVIATIONS

A—Horizontally opposed.
B—Left +½, right +¾.
C—Power steering +¾ ± ½. Manual ± ½.
D—Manual steering +½ Prf. Power steering +2 Prf.
E—Manual steering +½ Prf. Power steering +1 Prf.
F—Left +¾ to ¼, right +¾ to —¾.
I—Valve-in-head.
L—L-head.
Prf.—Preferred.

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says **J. E. PEAGLER,**
Dodge dealer, Phoenix, Ariz.

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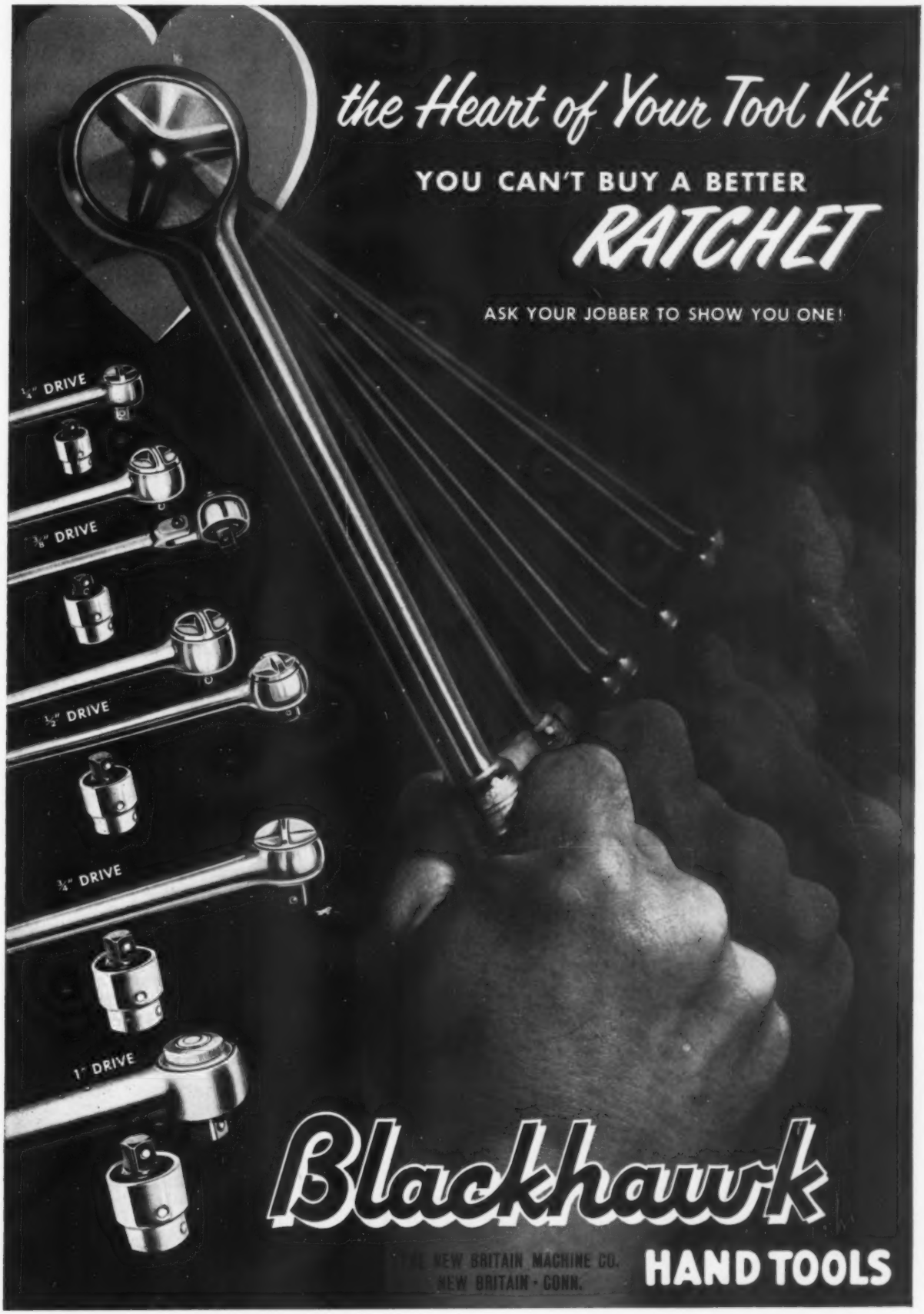
1961 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bat.	FUEL SYSTEM		VALVES		
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (Ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance (Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)	Cap. & Ter. Grd.	Carb. Mfgr.	Fuel Pressure (Lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or atdc (Degrees)
BUICK Special	13–19	30±1	19–23	7.5@ 1050rpm	VD	30–35	17@2100	17.5@16″	40N	RP	4½–5¼	Au	Au	29btc
BUICK Le Sabre	13–19	30±1	19–23	12@400	VD	30–35	22@3800	17.5@18″	70N	RP-St	5–6¼	Au	Au	31btc
BUICK Invicta and Electra	13–19	30±1	19–23	12@400	VD	30–35	22@3800	17.5@18″	70N	RP-Ca	5–6¼	Au	Au	33btc
CADILLAC (All Models)	16	28–32	19–23	5@480	VD	35	9@2000	12@20″	70N	RP-Ca	5¼–6½	Au	Au	39btc
CHEVROLET 6	19	28–35	19–23	5btc	FW	33–38	10@1400	22@15.5″	53N	RP	3½–4½	Aut	Aut	16btc
CHEVROLET V-8 (283 cu. in.)	19	26–33	19–23	4btc	VD	33–38	28@3750	15@15.5″	53N	RP-Ca	5¼–6½	Aut	Aut	18btc
CHEVROLET V-8 (348 cu. in.)	19	26–33	19–23	8btc	VD	33–38	24@4600	15@15.5″	61N	RP-Ca	5¼–6½	Aut	Aut	18½btc
CHEVROLET Corvair	19	32–34	19–23	4btc	CsP	35	32@3600a	23@15.2b	35N	RP	5¼–6½	Aut	Aut	43btcc
CHEVROLET Corvette	19	26–33		4btc	VD	33–38	28@3700	15@15.5″	53N	Ca	5¼–6½	Aut	Aut	12½btc
CHRYSLER Newport	14–19	27–32	17–21.5	10btc	VD	35	24@4100	22@15″	60N	St	4–5	Au	Au	15btc
CHRYSLER Windsor	14–19	27–32	17–21.5	10btc	VD	35	24@4100	22@15″	60N	Ca	4–5	Au	Au	15btc
CHRYSLER New Yorker and Imperial	14–19	27–32	17–21.5	10btc	VD	35	21@4600	22@15″	70N	Ca	4–5	Au	Au	15btc
COMET (144.3 cu. in.)	24–26	35–38	17–20	C	CsP	32–36	F	28@5.35″	40N	Ho	4–5	16	16	15btc
COMET (170 cu. in.)	24–26	35–38	17–20	10@500	CsP	32–36	F	19.8@3″	40N	Ho	4–5	16	16	15btc
DE SOTO	14–19	27–32	17–21.5	10btc	CsP	35	24@4100	26@16″	60N	St	4–5	Au	Au	13btc
DODGE Lancer	17–23	40–45	17–21.5	2.5btc	CsP	35	27@3850	25@14.5″	50N	Ca	4–5	10	20	8btc
DODGE Dart 6	17–23	40–45	17–21.5	2.5btc	CsP	35	25@4400	20.6@12″	50N	Ca	4–5	10	20	8btc
DODGE Dart 8	14–19	27–32	17–21.5	5btcd	CsP	35	25@4600x	30@17″	50N	St	4–5	10	18	17btc
DODGE Polara	14–19	27–32	17–21.5	10btc	CsP	35	24@4100	26@16″	60N	St	4–5	Au	Au	15btc
FORD Fairlane 6	24–28	35–38	17–20	10@500	VD	32–36	F	26@8.3°h	55N	Ho	4–5	19	19	23btc
FORD Fairlane 500 8 and Galaxie (292 cu. in.)	14–16	26–28½	17–20	10@500	VD	32–36	23@4000	25@19°h	55N	Ford	4½–5½	18	18	12btc
FORD Fairlane 500 8 and Galaxie (352 cu. in.)	14–16	26–28½	17–20	6@500	VD	32–36	23@4000	25@16°h	65N	Ford	4½–5½	Au	Au	22btc
FORD Fairlane 500 8 and Galaxie (390 cu. in.)	14–16	26–28½	17–20	6@500	VD	32–36	23@4000	15@17°h	65N	Ford	4½–5½	Au	Au	26btc
FORD Falcon (144.3 cu. in.)	24–26	35–38	17–20	C	CsP	32–36	F	28@5.35°h	40N	Ho	4–5	16	16	15btc
FORD Falcon (170 cu. in.)	24–26	35–38	17–20	4btc	CsP	32–36	0@0°	24½@3°h	40N	Ho	4–5	16	16	15btc
FORD Thunderbird	14–16	26–28½	17–20	6@500	VD	32–36	23@4000	15@17°	65N	Ford	4½–5½	Au	Au	26btc
LINCOLN Continental	15	26–28½	17–20	6btc	VD	34	30@4000	22@18°	80N	Ca	5–6	Au	Au	22btc
MERCURY Meteor 600	24–28	35–38	17–20	10@500	VD	32–36	F	26@8.3°	55N	Ho	4–5	19	19	23btc
MERCURY Meteor 800 and Monterey (292 cu. in.)	14–16	26–28½	17–20	10@500	VD	32–36	23@4000	25@19°	55N	Ford	4½–5½	18	18	12btc
MERCURY (352 cu. in.)	14–16	26–28½	17–20	6@500	VD	32–36	26@4000	25@16°	65N	Ford	4½–5½	Au	Au	22btc
MERCURY (390 cu. in.)	14–16	26–28½	17–20	6@500	VD	32–36	23@4000	15@17°	65N	Ford	4½–5½	Au	Au	26btc
OLDSMOBILE F85	13–18	28–32	19–23	5btc	CsP	40	26@4200	25@16°	40N	RP	4–5¼	Au	Au	22btc
OLDSMOBILE Dynamic 88	16	28–32	19–23	5btc	VD	30	26@4400	23½@21°	60N	RP	5–6	Au	Au	14btc
OLDSMOBILE Super 88 and 98	16	28–32	19–23	5btc	VD	30	26@4400	23½@21°	70N	RP	5–6	Au	Au	11btc
PLYMOUTH 6 Savoy, Belvedere and Fury	17–23	40–45	17–21.5	25btc	CsP	35	25@4400	20.6@12°	50N	Ca	4–5	10	20	8btc
PLYMOUTH 8 Savoy, Belvedere and Fury	14–19	27–32	17–21.5	5btce	CsP	35	20@4600	30@17°	50N	Ca-St	4–5	10	18	17btc
PLYMOUTH Super Fury	14–19	27–32	17–21.5	10btc	CsP	35	19@4400	23@13.2°	50N	Ca	4–5	10	18	13btc
PLYMOUTH Valiant	17–23	40–45	17–21.5	2.5btc	CsP	35	26@3850	25@14.5°	50N	Ca	4–5	10	20	8btc
PONTIAC Catalina and Ventura	16	30±2	19–23	6btc	CsP	33–38	22@3600	20@15°	K	RP	5¼–6½	Au	Au	14btc
PONTIAC Star Chief and Bonneville	16	30±2	19–23	6btc	CsP	33–38	20@2850	20@17°	K	RP	5¼–6½	Au	Au	14btc
PONTIAC Tempest 4	13–19	73–77	19–23	6btc	CsP	33–38	22@3750	20@15°	42N	RP	4–5¼	Au	Au	14btcf
PONTIAC Tempest 8	13–19	28–32	19–23	5btc	VD	30–34	28@3700	16@15.7°	42N	RP	4–5¼	Au	Au	29btc
RAMBLER American De Luxe and Super	17–22	37–21	17–22	3btc	VD	33–37	14@4000	11@11°	40N	Ca	4–5½	16	18	10btc
RAMBLER American Custom	16	28–35	19–23	8btc	VD	33–37	22@4000	22@16.5°	45N	Ho	4–5½	12	16	12½btc
RAMBLER 6 De Luxe and Super	16	28–35	19–23	8btc	VD	33–37	22@4200	22@16.5°	45N	Ca-Ho	4–5½	12	16	12½btc
RAMBLER 8 De Luxe, Super and Custom	14–19	28–32	17–22	tdcg	VD	33–37	36@3800	20@15°	50N	Ho	4–5½	12	14	12½btc
RAMBLER Ambassador	14–19	28–32	17–22	tdcg	VD	33–37	36@3800	20@15°	60N	Ho	4–5½	Au	Au	12½btc
STUDEBAKER Lark 6	17–22	37–41	17–22	2btc	VD	33–38	26@1800	16@13°	50N	Ca	3½–5½	J	L	15btc
STUDEBAKER Lark 8 and Hawk Coupe	16	28–32	19–23	4btc	VD	33–38	26@2200	18@13°	50N	St	3½–5½	J	L	11btc

ABBREVIATIONS

a—Powerglide 20@3600. Super Turbo 24@4800.
Au—Automatic transmission.
Aut—Automatic. Super Turbo 23@15.2°.
b—Powerglide 23@16.2°.
btc—Before top center.
C—2°btdc manual, 6°btdc automatic.
c—Super Turbo air 54btc.
Ca—Carter.
CsP—Crankshaft pulley.
d—Manual trans. 5btc. Auto. trans. 10btc.
e—Manual trans. 5btc. Auto. trans. 10btc.
F—Non centrifugal.
f—Auto. trans. 30°.
FW—Flywheel.
g—Auto. trans. 5btc.
h—Automatic transmission.
Ho—Holley.
J—23–25.
K—50 or 60N.
L—25–27.
N—Negative
RP—Rochester Products.
St.—Stromberg.
VD—Vibration damper.
x—Auto. trans. 20@4600.


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YOU CAN'T BUY A BETTER
RATCHET
ASK YOUR JOBBER TO SHOW YOU ONE!
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⅜" DRIVE
½" DRIVE
¾" DRIVE
1" DRIVE
Blackhawk
NEW BRITAIN MACHINE CO.
NEW BRITAIN · CONN.
HAND TOOLS

Readers are invited to contribute to— **SHOP TALK**

A column of informal comments about the automotive trade and its problems.

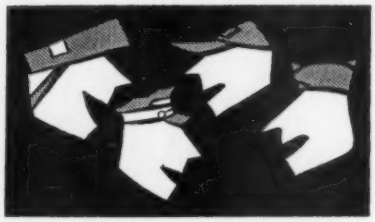
FOR SMART ALECS

Frank Merritt, who was with Ford Motor Co. in Kansas and Georgia back in the '20's and the '30's, was talking:

"I remember the dealer down in Louisiana and the lesson he taught a young buck from the factory who thought he would make that veteran dealer order more cars than he wanted to have on hand.

"He had hardly gotten started when the dealer said:

" 'Young man, let me see your financial statement.'



" 'Why, sir, you know I don't have one; I work on a salary only.'

"Then the dealer reached into his desk drawer, pulled out his own statement and said:

" 'Until you can show me a statement as good as this one, suppose you let me run my own business the way I think it should be run.' "

That young man never forgot the lesson he had learned, Merritt said.

SPEEDOMETER INFO WANTED

Cape Girardeau, Mo.

Dear Sir:

I need the same information about speedometer repair and service that you furnished to Mr. Mervin Jones in your August issue. Any addresses for this information will be appreciated.

I already have the necessary repair equipment but no service info.

BEN W. LEGRAND,
LeGrand's Garage

Glad to supply the information requested.

JAIL THAT MAN!

John Redwine, the giant-statured assistant sales manager of Ramsey Corp., was recalling some of his own close "shaves" with those two characters covered in some detail in the

Address any comments to: Southern Automotive Journal, 1760 Peachtree Road, N.W., Atlanta 9, Ga.



FREE FENDER COVER

Regular $6.45 value

Features ridges on crown to hold small parts and tools. Oil-resistant neoprene top surface. Non-slip sponge rubber back.



. . . with six pairs of the fastest-selling
Gabriel Hydroshox
Shock Absorbers

PAY ONLY . . . . . $ 63.60
SELL THEM FOR 109.80
YOUR PROFIT 46.20*
*Plus profit on labor

FREE DISPLAY

Puts shock absorbers right out front where your customers can see them. Message on front helps sell them on Gabriel.

FREE SALES KIT

Includes window display, check tags, wall chart, and service manual that shows you how to make installations easy.



Get the complete story on this *Dealers' Dozen* Deal from your jobber now! Start cashing in on the booming shock absorber business.

THE GABRIEL COMPANY
Cleveland 15, Ohio
Gabriel of Canada, Ltd., Toronto 14, Ontario



article ("Texas' Bad Boys Emeritus") which began on page 55 of the July issue.

"One time that Pat Ferchill asked me to mind the counter at his Reliable Motor Supply at Longview, Texas, while he stepped outside," Redwine remembered. "In no time here Pat came back in shouting that I had been robbing his cash register and the county policeman he brought with him promptly put me in jail. Pat insisted that he didn't know me and it was some job getting out of that jail."

Another time Redwine and Beer Smith were in a hotel trying to go down on the elevator. The operator wanted to stop at the floors which were buzzing for him. However, Smith yanked out a pistol and pretended to be challenging Redwine for a fight, with much ado, including the threat to shoot Redwine if the elevator operator didn't go non-stop.

The two went through the lobby with much loud shouting and with the pistol in public display.

Evidently the hotel folks got busy, because as the duo were leaving the premises up dashed a police car. Smith shouted to them:

"There are a couple of crazy people in there with a gun. I hope you catch them."



TO GROW GARAGE GROUPS

Roanoke, Va.

Dear Sir:

The garage owners in Florida (as reported in the July issue of SAJ) who are building a state association with the idea that members should get services and benefits from the group activity with value in excess of the cost in dues will probably be very successful, if they continue with this idea.

When the time comes that it will be good business for garage operators in the South to join an association that is operated on a business basis and offers services that are worth the time and money the members are required to spend, garage associations will grow.

Please keep us informed through the pages of SAJ about the activities of these worthwhile associations.

WINFRED K. CUNDIFF,
Cundiff Auto Body Service, Inc.

AND THIS IS LAW?

"South Carolina's prima facie speed law has often been misunderstood and misinterpreted," says *Carolina Highways*, official publication of that state's highway department. So it has just published an opinion by the state attorney general's office which takes you behind the "Speed limit 55" signs posted all over the state.

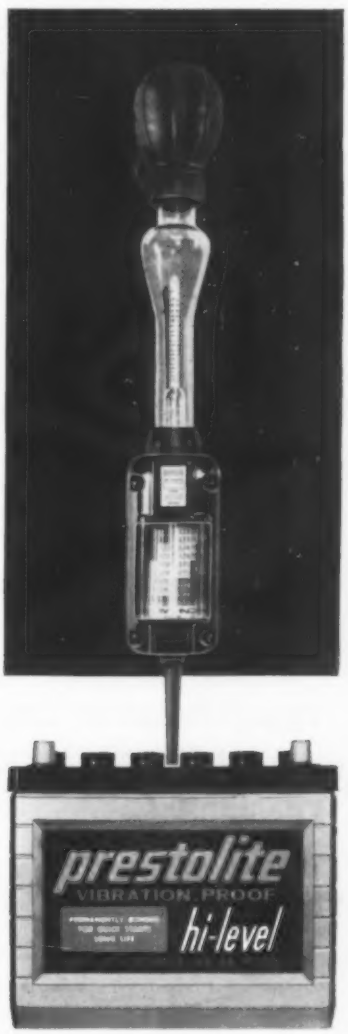
Stated the publication:

"Under the Uniform Act, which is our law today, there are no absolute speed limits. But this does not mean that we do not have speed limits. We do. The only practical difference between the limits under the old law and the new is that under the present law a motorist is afforded the opportunity of explaining to the satisfaction of the court, if he can, that he was traveling at a safe speed under the existing conditions, even though he was exceeding the legal limit. If he cannot satisfy the court that such speed was safe, he is guilty of 'speeding.'

"If the legal limit has been exceeded, it is not necessary for the officer to explain why such speed was not safe. He need show to the court only that the motorist was traveling at a speed greater than

how to sell *prestolite* Batteries to half your customers in the next twelve months

Statistics show that about half your customers will buy a new battery during the coming year. Will they buy it from you? Hoping won't help much. But the Prestolite "Turn Lead Into Gold" battery program will. This program is based on one simple fact. The more batteries you check, the more batteries you'll find on the verge of collapse and the more batteries you'll sell. There's another point you shouldn't overlook. To most motorists there's nothing more troublesome than finding their battery stone cold dead. Discovering an almost-dead battery before it fails can save your customer a lot of time and inconvenience. The device on the right is the key to how to do it: the Prestolite "Climate Eye" automatic temperature-corrected battery tester that lets you quickly and accurately read the specific gravity of each battery cell. In a minute or so you can tell your customer the exact condition of his battery. Sound good? It is. Call your Prestolite supplier for details on the "Turn Lead Into Gold" program. That is . . . if you are interested in selling Prestolite Batteries to half your customers during the next twelve months. The Electric Autolite Company, Toledo 1, Ohio.



the legal limit. The burden is then upon the motorist to show the court that his speed was safe, even though he was exceeding the limit. If he can do so, he is not guilty. If he cannot do so, he is guilty of 'speeding.'

"The problem faced by the court in such cases is the question of a convenient yardstick or rule-of-thumb by which it can be determined whether or not the motorist has given a sufficient explanation for exceeding the speed limit and is, therefore, not guilty of 'speeding.' The answer, quite simply, is that there is none. It is within the power of the court, and no one else, to decide whether or not the motorist has given an explanation which establishes to the satisfaction of the court that the speed in the circumstances was safe.

"The law places upon the court the duty to make that decision, and no one has the right to question it. If the court decides that the explanation is satisfactory and the speed was safe under the conditions, the motorist is not guilty; otherwise, he is guilty, and that ends it. The question of whether or not the court was correct in its decision will not be considered by any court of appeal.

"Under the old law, which provided absolute speed limits, and under our present law, a motorist might be guilty of 'speeding' or 'operating too fast for conditions' even though he is traveling at a speed less than the posted limit if existing conditions make it unsafe for him to travel at that speed. In such cases, however, the burden is upon the officer, and not the motorist, to explain to the satisfaction of the court why the speed under prevailing conditions was unsafe.

"Our present law provides maximum speed limits as enforceable and effective in every respect as did our old absolute limit law. The real and practical difference, so far as maximum limits are concerned, is that the motorist is now afforded an opportunity to convince the court, if he can, that he was traveling at a safe speed in the circumstances, even though he was exceeding the posted limit."

Freedom-loving Americans aren't going to be too happy with a situation in which a small-town "judge" makes a decision which can't be appealed. If they know anything at all about law, they probably will feel that this is unconstitutional, to say the least. How many people—even country "judges"—can be right all the time?

ANNOUNCING!

AS MANUFACTURERS REPRESENTATIVES

CARL WALDEN, 2522 Country Club Lane, Charlotte 5, N. C.
THE MINNICH CO., 1035 Grant St., S.E., Atlanta 15, Ga.
STANLEY BOWLES CO., 1910 South Lamar St., Dallas 15, Tex.
FRANK LIBBY CO., 2525 Tomahawk Rd., Prairie Village, Kan.
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SELLS MODEL T COILS

Been selling—or installing—many model T coils lately?

Someone has, 'cause Dick Downey, president, Herman J. Downey & Sons, parts warehouse distributor in Birmingham, Ala., reported:

"Our most amazing sales are our continued selling of from 30 to 50 Model T coils per month."

THAT AUGUST COVER

How did you like the cover on the August issue?

Want to hear some of the thinking back of it? Listen to Frank W. Wylie, director of public relations, Dodge Division, Chrysler Corp., who came up with it:

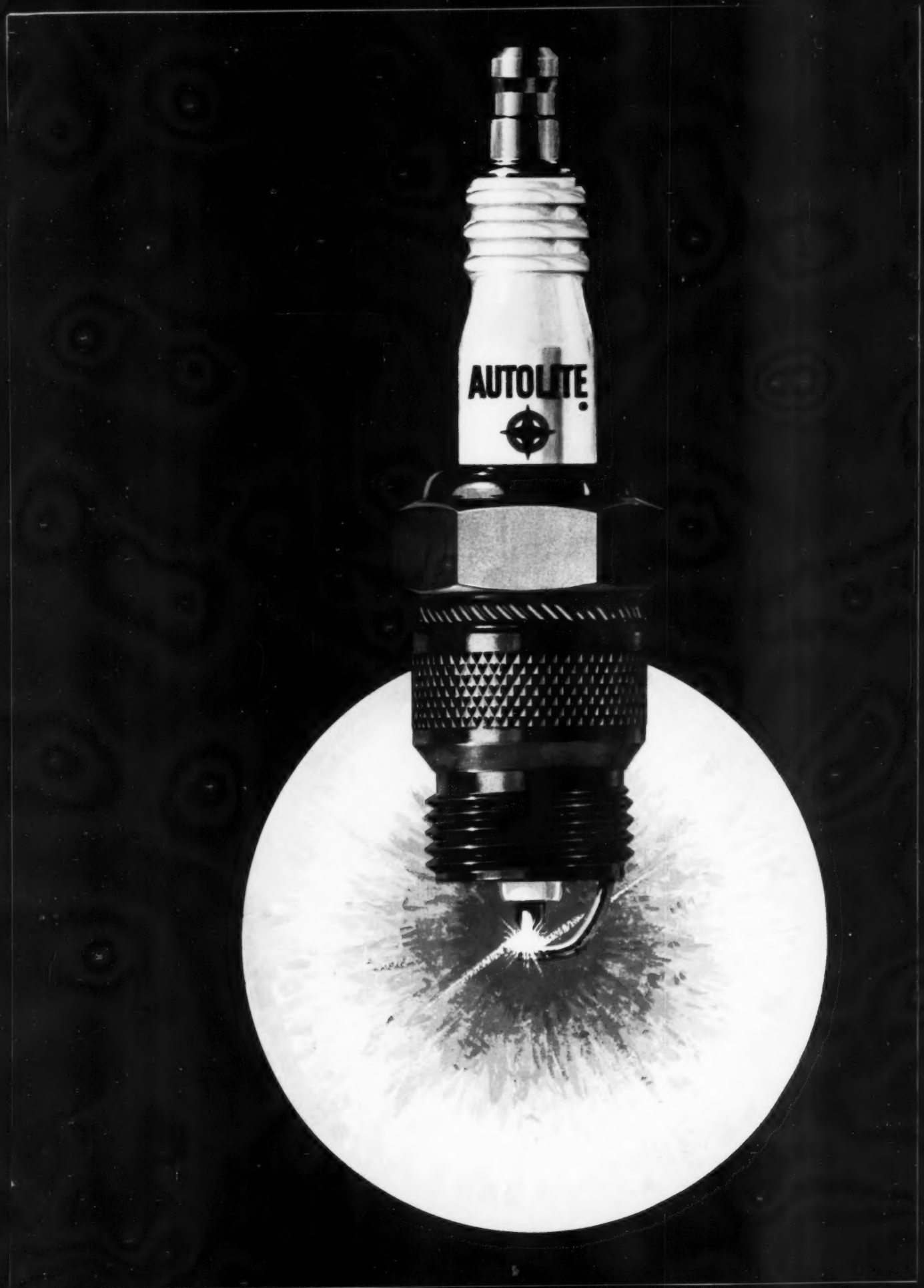
"The symbolism of the cover drawing reflects, we believe, the trends in the industry for the coming year.

(Continued on page 100)



Ford Motor Company and Autolite—the new Action Team. Backed by the research, the production facilities, and the merchandising know-how of the Ford Motor Company. Spark plugs, batteries, ignition parts—a complete, an aggressive line of products that will be sold through independent distributors. Autolite means business. You'll find the proof on the next seven pages.

AUTOLITE


AUTOLITE



Autolite spark plugs are now standard equipment on every Ford, Falcon, Mercury, Comet, Thunderbird, and Lincoln Continental. You've got 32% of the replacement market going in. And 32% is just the beginning. This is the spark plug that cleans itself while you drive. Proved in competition: used last year by more NASCAR drivers than all other spark plugs put together.

AUTOLITE SPARK PLUGS

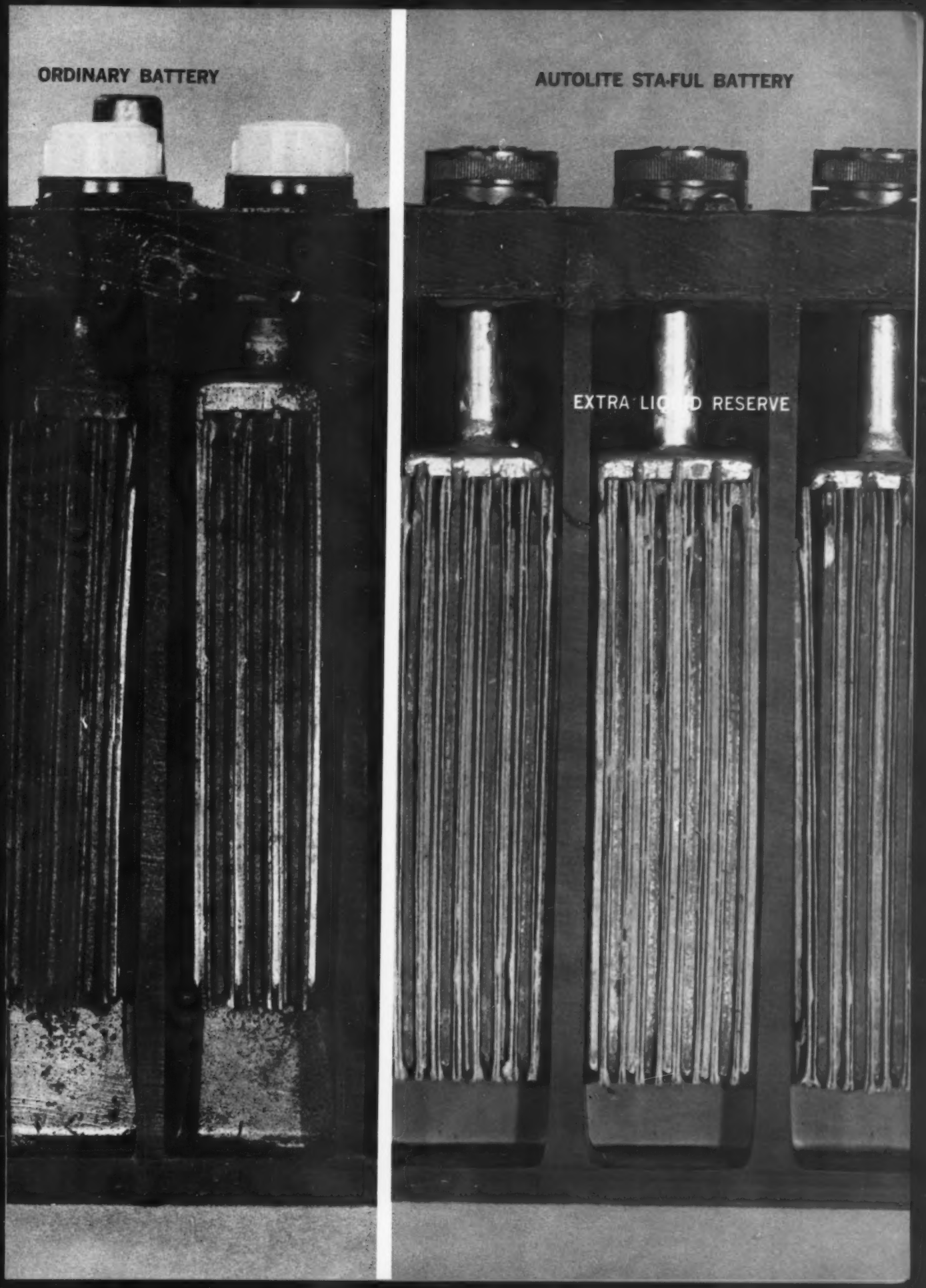


NEWS

Sales Exclusives

Only Autolite sells the sta-ful battery—the battery with up to 3 times the liquid reserve, up to 3 times the protection against battery dry-out. Only Autolite sells the Power Bond—the vibration-proof battery that's loaded with exclusive features for your customers, loaded with profit for you. Autolite offers you batteries in every price range, each with exclusive sales features.

AUTOLITE BATTERIES


ORDINARY BATTERY
AUTOLITE STA-FUL BATTERY
EXTRA LIQUID RESERVE



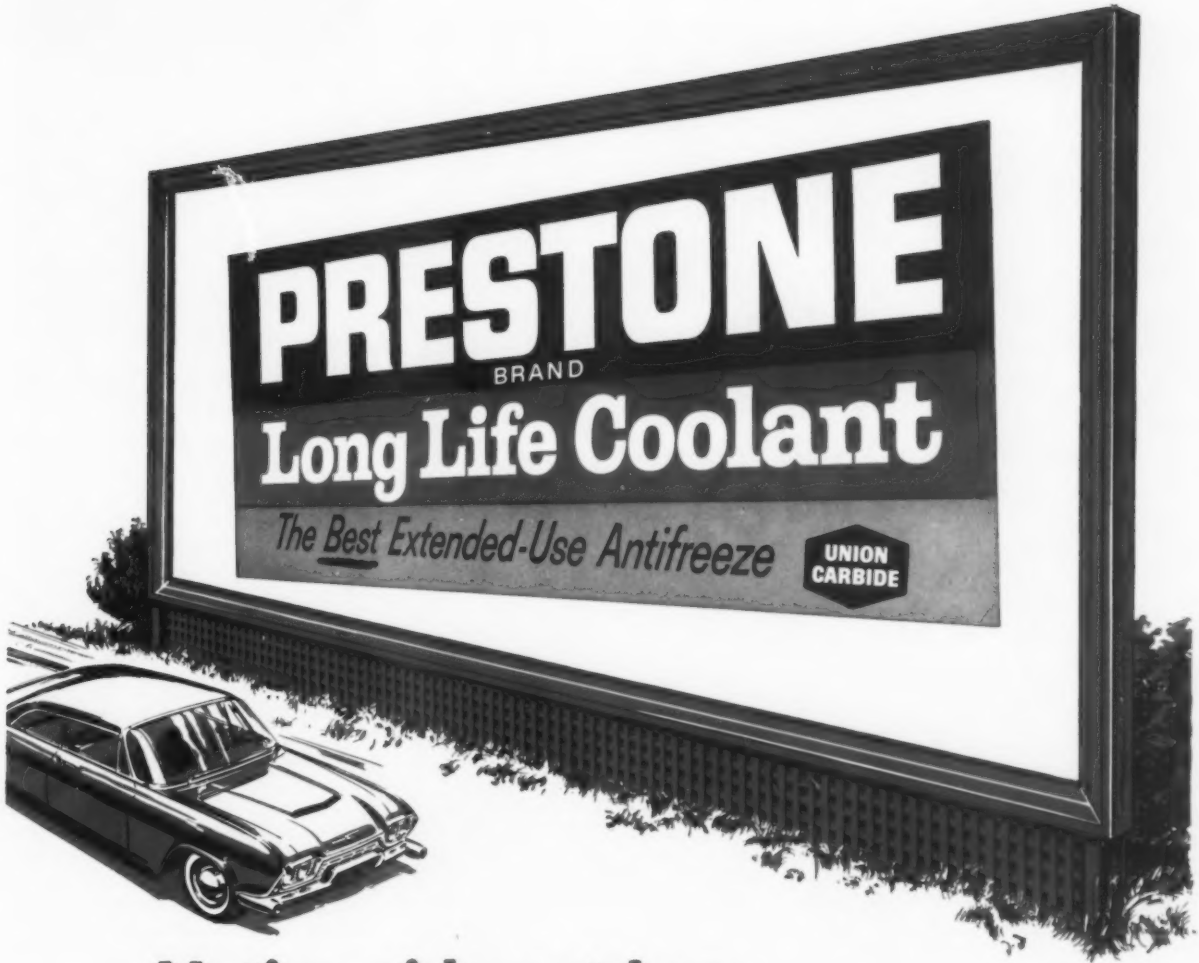
Now, from Autolite, for all Autolite dealers. A complete line of ignition parts for all Ford Motor Company and Chrysler Corporation cars. Plus electrical parts for over 200 makes of marine, farm, and industrial engines. Plus carburetors, carburetor repair kits, gasket kits, and tune-up kits for all Ford Motor Company vehicles. These parts are only the beginning. Grow with Autolite.

AUTOLITE PARTS LINE



Every week you'll see Autolite in action on the "Straightaway"—Autolite's new ABC network television show. You'll see Autolite in action with participating TV sponsorship of American Football League games. Magazines? You bet. Starting with a full-page, full-color ad in the September 8th issue of Life Magazine. Followed by another four-color Life ad in October. And another one-pager in November. Every month this fall you'll see Autolite ads in no less than 14 national magazines. And we're locking in final details on a national consumer promotion that's already been completely and successfully tested in the field.
Watch for full details on this program next month.

AUTOLITE



Nationwide outdoor billboards feature "PRESTONE" Long Life Coolant!

This year your customers will see *"PRESTONE" Long Life Coolant* advertised on giant billboards like the one above.

Be sure to take advantage of this nationwide advertising by using the free point-of-sale merchandising kit included with every six-gallon carton of *"PRESTONE" Long Life Coolant.* It includes a colorful window display banner, a protection and capacity chart, six embossed foil installation stickers, six Consumer Guarantee* and Installation Directions folders and a copy of the Dealer Inspection Instructions.

For customers who ask for extended-use anti-freeze be sure and sell them the best. *"PRESTONE" Long Life Coolant* is the quality leader of the extended-use anti-freeze products.



*The famous 25-year-old "Prestone" Anti-Freeze full-winter guarantee against freezing and corrosion.

PRICE $3.95 PER GALLON

Fair Trade Price applicable in all states having effective Fair Trade Laws.

UNION CARBIDE

"Prestone" and "Union Carbide" are registered trade-marks for products of

UNION CARBIDE CONSUMER PRODUCTS COMPANY - Division of Union Carbide Corporation - 270 Park Avenue, New York 17, N. Y.

Shop Talk

(Continued from page 90)

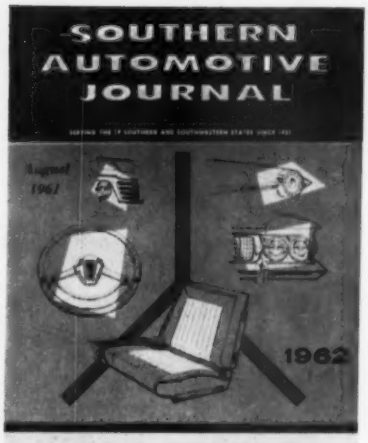
"The V-8 engine suggests the growing public interest in performance. . . . an interest which grows at the same pace as our great federal interstate highway system. These new roads are allowing people to travel greater distances and see more things. Some 70,000,000, for example, visited the national parks last year.

"The steering wheel symbolizes the interest in car handling and driver conveniences such as power steering, etc. It may also suggest the feeling of freedom—to travel as one will.

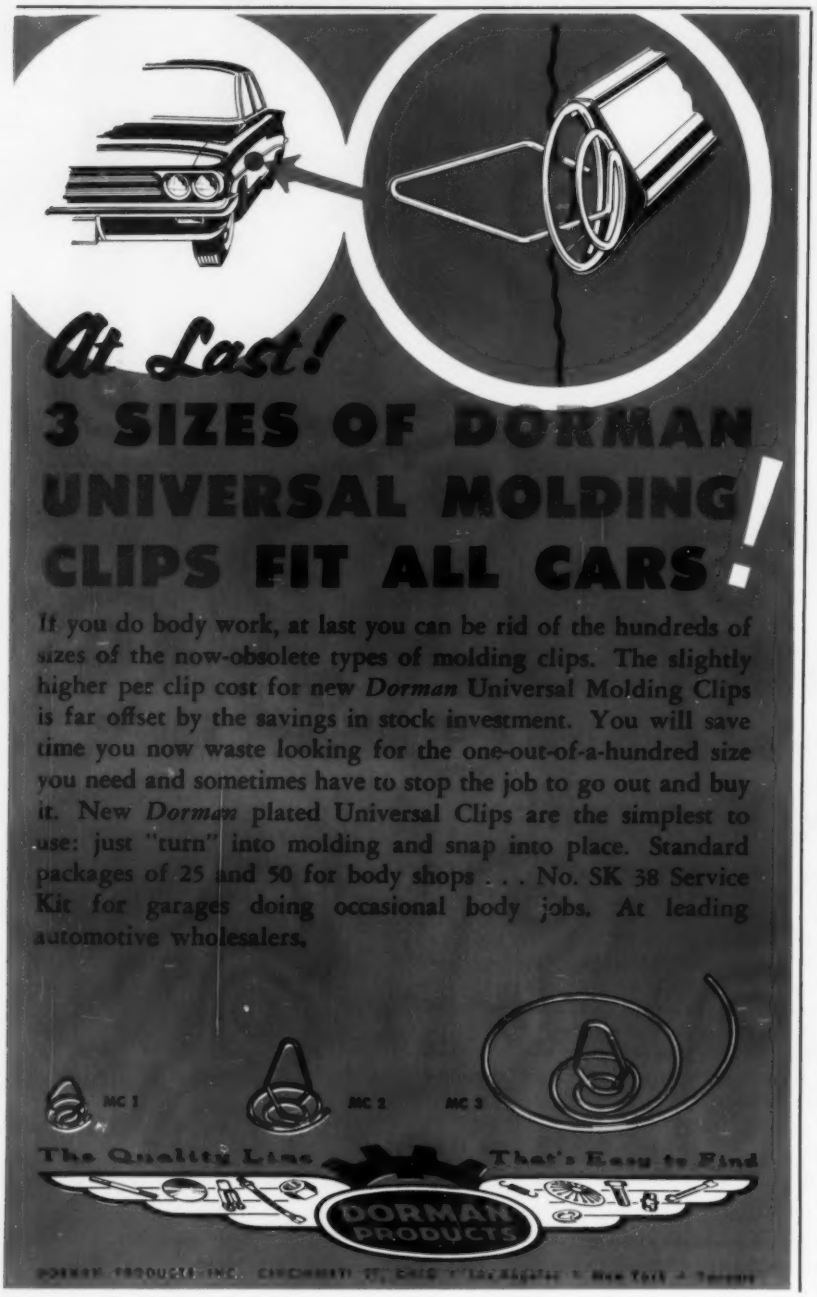
"There will be a bucket seat. Again, this is typical of one of the strongest trends in recent years. It may suggest that a car is not merely transportation but is, rather, a personal possession of substantial importance. If not, why would anyone pay more for a car that seats four instead of six?

"There is also a section of a taillight. There has been, in recent years, an increased emphasis on rear-end styling. It would seem that the manufacturers have realized that this is the angle of their products that is seen more often. Thus, rear-end styling has gained in importance. A taillight is not just a light. It may be the major identification of the make. It now gains form and beauty as well as function.

"The other two elements are grille and headlamp—the key to many styling themes. Since Edsel, grilles are horizontal and, in most cases, dual headlights enhance the grille treatment. And, in many cases, the glimmer of that grille is no longer chrome. The more modern metals, first stainless and then aluminum, are playing a more decorative role. And throughout the car these modern metals are appearing in more and more places. They lighten the weight and thus contribute to improved economy and performance."



What the Dealers Think As the '62's Approach



Chrysler Appoints William S. Venn

William S. Venn, veteran automotive sales executive, has been named vice president of Chrysler Motors Corp., sales subsidiary of Chrysler Corp., E. C. Quinn, group vice president—automotive sales, announced.

Born in Ludlow, Ky., Venn graduated from the University of Kansas City Law School. He started in the automobile business in 1919 as a retail salesman in Kansas City. Since then he has been sales manager, general manager and owner of several large automobile dealerships.

Venn has been a district manager, regional manager and general sales manager for other automobile companies.

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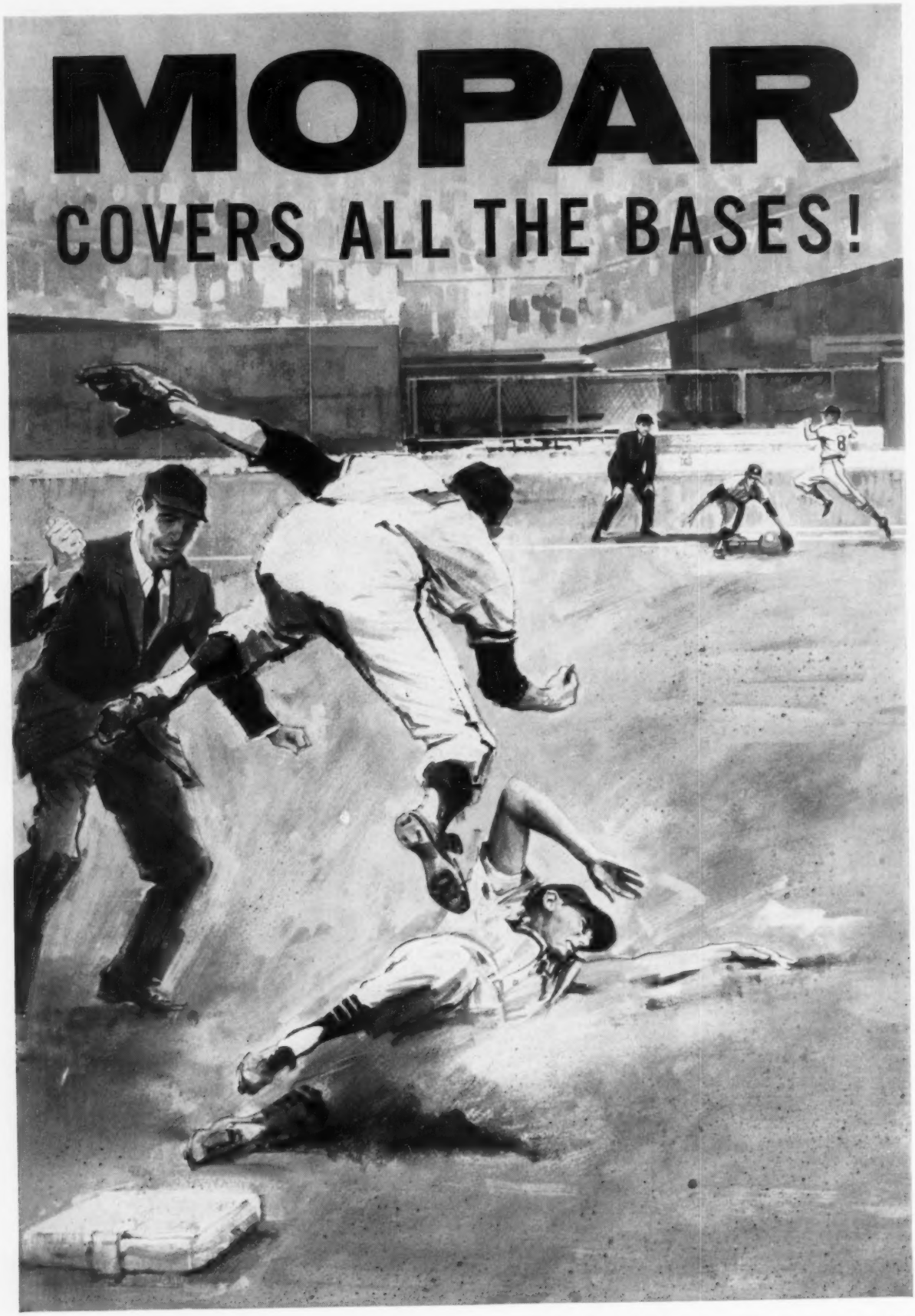
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for quality parts and accessories...

YOU NAME IT...MOPAR'S GOT IT!

Whatever car or truck you service—whatever your replacement requirements may be—MoPar has the *complete quality* answer—*the right part at the right place at the right time!*

MoPar parts fit right, work right, install quickly, save labor time, keep your jobs rolling on schedule.

Whether you use new parts and accessories or remanufactured parts, you can install these replacements with confidence . . . knowing that MoPar quality will back up your reputation for fine service.

MoPar is ready now to give you fast, efficient service and delivery on any part—from cotter pins to 8-cylinder engines—on any size orders—from the smallest to the largest.

Smart service operators know that it pays to install *quality* parts as replacements for original equipment. Call your MoPar Wholesaler or Chrysler Motors Corporation Dealer.



MoPar PARTS AND ACCESSORIES

MoPar Parts and Accessories, Chrysler Motors Corporation, Detroit 31, Michigan



Dear Bill,

It's usually easy to kid some old timer out of his preoccupation with the "good old days." For every advantage he can claim for the past, we can usually point back to many disadvantages which would tip the balance in favor of our present way of life. But all the while I take a rather sad view of the "modernization" of one of our abilities as mechanics and machinists.

In the distant past an "impossible" job actually meant that we couldn't accomplish the repair because we didn't have the skill or equipment. And usually we expended a lot of time and effort proving to ourselves that it couldn't be done. But down through the years economic pressure has changed our thinking and judgment so that we estimate a job on a purely dollar-and-cents basis.

If we tag a job as impossible or impractical, it usually has little to do with our ability to make the repair. We are judging it as economically not repairable. In other words, it would cost more money than the customer should pay for a repair. He should replace the unit or the whole vehicle rather than undertake the job.

I think it is for this reason that when you hear a couple of veteran mechanics talking about jobs that they were proud to have turned out, it is always of repairs made long ago. Almost every time they'll admit there was no profit in it, but it was a wonderful job!

Last week I heard old Ernest say that when he retires he's going to open a shop in his backyard just to make repairs to some of these jobs we claim are not repairable. He knew he couldn't make any money at it, but he'd get a lot of personal satisfaction out of taking on a tough one and then following it out to the bitter end to show it who's boss, like he did in the old days.

But he knows that so long as he is working in a commercial shop which is in competition with similar establishments, every job that moves through the shop has a cost tag on it that must be met by the shop. If this cost plus a little profit doesn't show up on the majority of the work orders presented to the customer, then someone else, perhaps the sheriff, will be operating the shop in a very short time.

Most customers want the repairs to their cars to be done as cheaply as possible in keeping with a good job. They are entitled to just that and if they don't get it, will surely wander away to another shop where



LEE puts an oil refinery in your customers' cars!

Just like an oil refinery, a full-flow LEE Oil Filter not only removes sludge and grit, it also *neutralizes acids* which often form as a by-product of combustion. This dual-action purifying process—made possible by LEE'S *Resinweld®* construction and unique antacid *Feridium®* anode—assures better engine performance greater customer satisfaction.



Lee creates new concepts in filter design and efficiency

Every dual-action LEE filter gives you an *extra profit margin* as well as an extra sales feature: LEE Oil Filters remove dirt and neutralize acids; LEE Gas-O-Line Fuel Filters remove both sludge and *water;* LEE *flame-proof* Air Filters prevent under-hood fires caused by carburetor backfire. See your jobber today for the details.

LEE FILTERS pipe profits into your pocket

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Now Available for Small Trucks, Too!

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Originators of Automotive Molded Brake Lining

they do.

We have to remember, then, that it was the customer who called the shots by indicating that he no longer wanted the old chariot fixed regardless of cost. It was the customer who insisted that the cost limitation of the job had to be in the same ball field with a replacement unit or another vehicle.

So long as these are the rules we have to play with, then we have to relegate the old "fix it at any cost" procedure to our private experimental shop of the future. In these days and times we have to assess the repairability of the job from the economic standard rather than our ability.

Just part of having to work for a living, I guess.

Yrs,
Ed.

Aligning Rambler Doors

(Continued from page 81)

door pillar. Allow cement to dry to "tacky" condition before installing rubber seal onto door flange.

Caution: Do not stretch rubber. Do not allow any slack in rubber. Hold sealer rubber in proper position before any contact is made with door; otherwise it will be difficult to remove rubber for re-adjustment.

Note: When installing the bottom sealer rubber, see that the drain holes in the bottom of the doors are not covered or closed.

Maintenance of sealer rubbers:

Cold weather has a tendency to cause the door sealer rubber to harden, causing it to lose some of its resiliency. This may cause the door to be loose in the door opening, resulting in noise.

In service, use a cloth dampened in gasoline and clean all the dirt from the sealer rubbers on the doors. Clean all the dirt from the body pillars and from all the points where the rubber contacts the body.

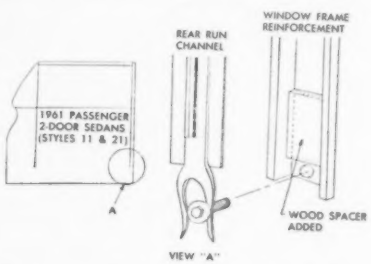
Now apply a good rubber softener solution or silicone to the sealer rubber. In some cases where rubber is dry, a second application may be necessary to obtain desired results.

Caution: Do not use graphite, brake fluid or any wax on sealer rubbers.

Servicing Door Window Jumped from Channel

CHEVROLET has issued this bulletin on door window being out of channel:

On 1961 two-door sedans (body styles 11 and 21), if a condition is encountered where a door window comes out of the glass run channels,



the corrective steps listed below should be performed:

1.—Raise door window and remove inner panel trim pad.

2.—Cut a 3/4" x 1¼" x 3/16" thick spacer from available trim stick material or similiar wood stock.

3.—Remove rear run channel lower attaching bolt and cement the wood spacer between the run channel and the window frame reinforcement, as shown in the illustration here.

4.—Re-install all parts previously removed.



● Here's the all-time favorite clearance-marker lamp—now improved for quick low-cost, easy installation, long life, maximum visibility. Flat-base mounting requires only small-diameter hole for wire entry . . . eliminates connector socket extrusion and need for templet drilling in installation.

Rust-proof, corrosion-proof pressurized aluminum combines strength and lightness, making lamp ideal for use on aluminum trailers. Armored turret design provides complete lens protection, increased lens area. Interior Acrylic lens optics—smooth outside surface for easy cleaning. Economically priced.

This Model No. 112-F is another typical Griffin advancement . . . another attractive number in the complete line of Griffin safety lighting equipment.

GRIFFIN
AUTOMOTIVE SAFETY LIGHTING

THE GRIFFIN LAMP COMPANY
SHELBY, MISSISSIPPI

AC YOUR BEST LINE OF SALES ACTION



Build your service reputation and profits with AC OIL, AIR and FUEL Filters!







As of today, start ringing up extra profits on increased sales of AC Oil, Air and Fuel Filters. They're easy to sell, once motorists understand how necessary top quality filters are to efficient engine operation. You can build your reputation and your income by establishing yourself as a filtration specialist and your shop as headquarters for AC Filters.

You'll get first-class support from AC, too. Through major national consumer publications, AC is helping you by telling the motoring public the filter story, with primary emphasis on oil filters. As a dealer, you play an important part in that story.

There's a big market for oil, air and fuel filters. So stock up now. Watch for the AC ads. Use the AC merchandising aids. You'll get action—real black ink sales ACtion—with AC.

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

YOU GET ACTION WITH AC

AC YOUR BEST LINE



tune up for ACtion at your AC dealer's

If your car has been acting a bit sluggish lately, there's a quick and reliable way to restore the live action and power it ought to have. See your AC Dealer. He's an automobile expert with a solid reputation for service.

Ask him to give your car a tune-up. You'll get ACtion! He'll check your compression, battery, coil, distributor, timing, carburetor, and especially your spark plugs —the key to any tune-up. Your AC Dealer recommends AC Fire-Ring Spark Plugs with the self-cleaning Hot Tip that heats faster, cools faster and stays clean longer. He knows they make your tune-up last longer, too.

Your AC Dealer is a good man to know. He sells an exclusive brand of ACtion, found only under the name AC. Ask for ACtion . . . ask for AC.

AC

FIRE-RING SPARK PLUGS

Let AC tune-ups show the way to fresh service profits

Vigorous national advertising campaign will feature special column directing motorists to your place of business

There's good money in tune-ups and AC will help you get your share. Motorists are learning that it makes sense to have their cars tuned for action regularly. AC ads in leading magazines encourage the tune-up trend with a hard-sell special column which directs drivers to their AC Dealers. Remember—the best tune-up includes AC Fire-Ring Spark Plugs!

YOU GET ACTION WITH AC

OF SALES ACTION

LET TOP QUALITY AC PRODUCTS HELP YOU BUILD CUSTOMER SATISFACTION

There's a good reason why you—and millions of satisfied drivers—get ACtion with AC. AC Fire-Ring Spark Plugs, like all the famous AC products, are the result of design skill developed over more than fifty years of leadership in the spark plug field. The self-cleaning Hot Tip is but one of the many superior product features which keep ACs delivering reliable performance longer. When you tune up for ACtion, tune up with ACs. You'll reap the benefits in unmatched customer satisfaction that pay off in repeat sales.



OTHER FEATURES THAT MAKE AC YOUR BEST LINE OF ACTION

- AC's continuing program of research and product improvement, which ensures your customers of top quality whenever and wherever they buy products which bear the AC name.
- A broad accessory line of the finest quality products made—sold exclusively under the AC name.
- Greater volume of sales and faster turnover, made possible by greater consumer recognition and acceptance.
- A ready-made replacement market. AC products are original equipment on all General Motors cars and trucks.
- Outstanding advertising and merchandising support—the finest provided for its dealers by any spark plug manufacturer.

ORDER FROM YOUR SUPPLIER NOW

you get ACtion with AC



80% of your customers have AC Fuel Pumps as original equipment

When you replace a fuel pump, always reach for the box with the AC bull's-eye. It's the best way to serve your customers . . . the surest way to strengthen your reputation for reliable service . . . and the safest way to ensure replacement with the fuel pump specified by the manufacturer.

The proof is in the figures. So completely have AC Fuel Pumps won the approval of specifying engineers that they are original equipment on 80 per cent of all cars, trucks, buses and tractors. Four out of five new vehicles use ACs (and they're equally efficient on marine, aircraft and stationary engines)!

This remarkable record of acceptance by *the men who know automotive components best* speaks for itself. For over 32 years, fuel pumps bearing the AC name have proved their ability to do a vital and demanding job under the toughest conditions. Today you can get AC reliability only under the AC name.

Protect your reputation. Install AC Fuel Pumps exclusively. They lead the field in coverage, reliability . . . and profit!

AC FUEL PUMPS

A C . . . Y O U R B E S T L I N E O F S A L E S A C T I O N



James E. Fowler (standing) of Jackson, president of the Mississippi Automobile Dealers Association, represented factory-franchised new-car dealers of the South at the 13th annual Southern States Apprentice Conference last month, where he told delegates from nine states that automobile dealers are eager to cooperate with vocational departments of schools and other groups to provide greater job opportunities for young men who desire a career as a mechanic or other automotive specialist. Other leaders of the automotive panel sessions shown here are (l. to r.): C. J. Pinkston of Port Arthur, Texas, chairman; H. Bruce Bobb of Savannah, Ga., co-chairman, and W. E. Bryant of Waco, Texas, coordinator from the Bureau of Apprenticeship and Training, U. S. Department of Labor.

•

"Straightaway" Olds

(Continued from page 73)

and Starfire engines have been lengthened to provide additional crankshaft support. This results in quieter and smoother engine operation.

Tapered roller bearings replace the ball-type wheel bearings for greater durability.

To further improve ride characteristics, new, larger body mountings, together with revised coil spring rates and shock absorber valving, are used in all 1962 full-sized Olds.

Cooling capacity of the air conditioners (optional at extra cost) has been increased, and their operation is also quieter due to the adoption of a new six-cylinder compressor design. Compressor displacement has been increased to 12.6 cubic inches.

Wheelbases on the 1962 Oldsmobiles are unchanged at 123" for the 88's and 126" for the 98's.

Seventeen body styles are offered in the Dynamic 88's, Super 88's and 98's.

F-85 Adds Convertibles

(Continued from page 72)

pressor of the air conditioner has been replaced by a new six-cylinder design. Besides providing greater cooling capacity, the unit is quiter in operation.

New as an F-85 extra-cost option this year is the anti-spin differential, which virtually eliminates the spinning of a single rear wheel in snow or on ice, loose sand or gravel.

On both Cutlass models, the convertible and the coupe, customers may order a center front floor sports console as an extra cost option, and in the coupe only, a distinctive, textured white vinyl top.



STORM-VULCAN

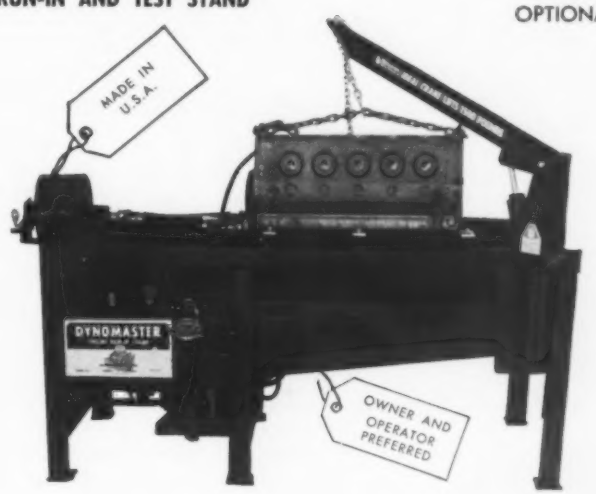
PREFERRED

by operators everywhere!

Model D-11A Dynomaster

ENGINE RUN-IN AND TEST STAND

CRANE OPTIONAL



Exclusive Features Available Only in Storm-Vulcan Model D-11A Dynomaster: Variable speed range from 350 RPM to 750 RPM; Equipped with Morse Twin Disc Clutch; All engines drive from flywheel flange; Unique drive design permits quick, accurate coupling; Increase profits by eliminating "costly comebacks."

Write for Free Literature on all S-V Equipment

STORM-VULCAN, Inc.

MANUFACTURERS OF AUTOMOTIVE ENGINE REBUILDING EQUIPMENT

2225 Burbank Street • FLeetwood 1-3735 • Dallas 35, Texas

Win



RAMCO

3 MONTHLY CONTESTS!

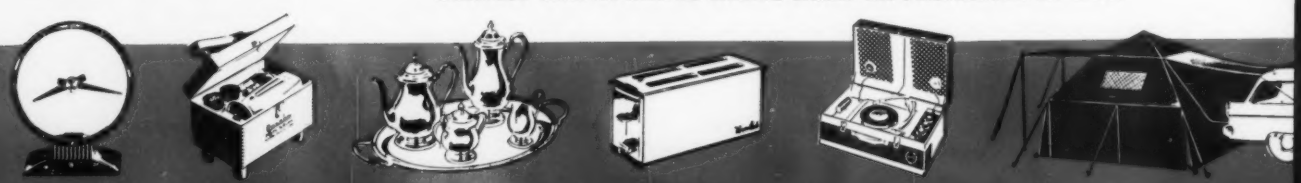
600 CHANCES TO WIN!

Someday soon you may get a "Winning Ring" on the phone, with the news that you have won your choice of a 1962 Corvair Monza or Rambler American Station Wagon—plus a flight to St. Louis and expense money to drive your prize home! The Ramco jobber's man who serves you will win a duplicate prize.

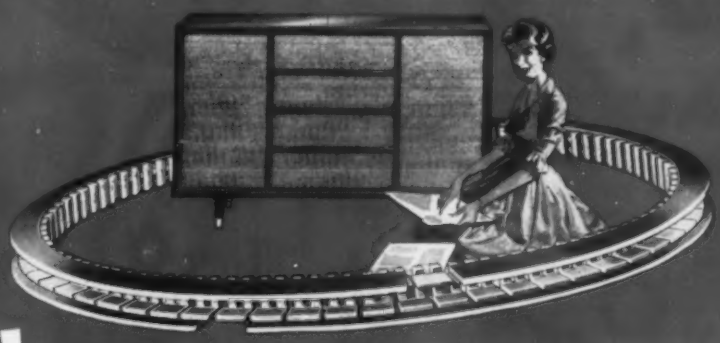
These are the top prizes in each of three big monthly contests. You compete with entrants in your own area, can enter each contest many times. You can get free official entry blanks from your Ramco jobber or jobber's representative. Each entry competes for 200 prizes in one of the three monthly contests.

HERE'S HOW: Simply complete and mail your entries, following the simple rules on the blank. Use your judgment and knowledge of the automotive service industry to answer the questions shown here. Your skill in matching the importance of these six Ramco C-9 features to the order in which they are rated by Ramco engineers, plus your knowledge of the ring business in estimating the total number of entries received nationally, can win you big prizes. Call your Ramco jobber today!

CONTEST VOID IN STATES WHERE TAXED OR PROHIBITED BY LAW.



one of six 1962 compacts



12 stereo consoles

or one of 582 other valuable prizes

"winning ring" contest

RANK THESE RAMCO FEATURES in order of importance (1, 2, 3 etc.)



☐ Fast Installation

☐ Oil Flushing Action

☐ Conformability

☐ No Rail Malfunctions

☐ Side Sealing

☐ Less Pressure, Less Wall Drag

HOW MANY ENTRIES?

Tell us how many total entries you think will be made in the contest during the month of your entry. (Clue: Industry data shows that an average of 350,000 sets of replacement piston rings are sold each month through automotive-parts jobbers.)



RAMCO

rings you on the phone

Every "Winning Ring" winner will be notified by phone. That's your chance to make a *choice* of prizes in your winning category (described on entry blank).

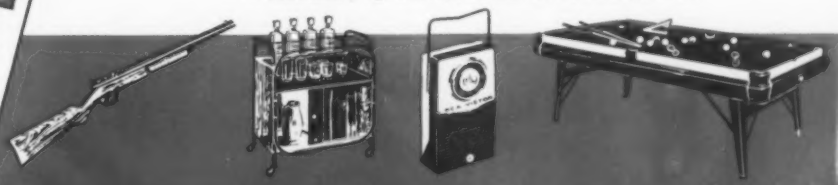
Contest No. 1 closes Oct. 10. Contest No. 2 closes Nov. 10. Contest No. 3 closes Dec. 10.

Postmarks on entries will control the particular contest in which your entries compete. Enter now and often! Call your Ramco Jobber today.

RAMCO MODERN POWER PISTON RINGS

RAMSEY CORPORATION • ST. LOUIS, MISSOURI

A subsidiary of Thompson Ramo Wooldridge Inc.



FREE!

FOR DEALERS WHO SELL FAMOUS FRAM "WEAR-GUARD" FILTERS

120 GIFT CERTIFICATES
(Free with 120 Doz. Cartridges)



WESTINGHOUSE 19" PORTABLE TV
—Today's most portable portable is just one of the many nationally advertised gifts you can get ABSOLUTELY FREE in FRAM'S MILLION $$$ GIVE-AWAY. Gifts are your reward for selling Fram "Wear-Guard" Filters—today's fastest moving filters—proved to trap up to 40% more dirt than any other filter tested.

STOCK UP ON FRAM FILTERS GET FABULOUS FREE GIFTS!

With every 24 Fram Filters you buy, your supplier gives you 2 Free Fram Gift Certificates. Redeem them immediately or save them for gifts of higher value.

CLIP COUPON AND MAIL TODAY!

FRAM CORPORATION
DEPT. MG
Providence 16, R. I.

I want to get my share of Fram's Million $$$ Giveaway. Please send me catalog of free gifts.

NAME

ADDRESS

CITY ZONE STATE

MY SUPPLIER'S NAME IS

Front Wheel Toe-In Changed on Lark

AN IMPROVEMENT in front wheel tire life and car steering characteristics can be obtained by increasing the amount of front wheel toe-in on 1961 Lark passenger cars, according to a Studebaker-Packard Corp. service bulletin.

Those specifications, therefore, have been changed from 1/16" to 1/8" (old specifications) to 3/16" to 1/4" (new specifications). The front wheel toe-in should be set to these specifications with the vehicle at curb weight (with gasoline tank full and the cooling system and engine oiling system at normal capacities and car less driver). However, if the car is to be driven generally with a five- or six-passenger load, the front wheel toe-in setting should be increased to 5/16".

The bulletin stresses the importance that information be called to the attention of service personnel and that the front wheel toe-in on 1961-model Lark passenger cars be set to the new specifications whenever wheel alignment is required or when a tire-wear condition caused by front wheel toe-out is encountered.

Chrysler Alternators Come with Pulley

TO ELIMINATE the necessity of partially disassembling a new replacement alternator to install a pulley, a bulletin issued by Chrysler Corp. announced that alternator assemblies are now available under new part numbers with pulleys already installed.

The 35 "AMP" alternator assembly, part No. 2095060, is equipped with a single sheave pulley, and the 40 "AMP" alternator assembly, part No. 2095100, includes a double sheave pulley.

Some specially-equipped models of 1961 Plymouth cars use a 40 "AMP" alternator with a single sheave pulley. Should it be necessary to replace an alternator on one of these cars, part No. 2095100 can be used as a replacement. Install the drive belt in the rear sheave and leave the forward sheave open.

North Carolinians Elect

New president of the Richmond County (N. C.) New Car Dealers Association is David Adeimy of Bennett Chevrolet Co. C. R. Freeman of Freeman Buick Co. is vice president and Worth Walker of Walker-Carr Motors, secretary.

Herbrand TOOL of the MONTH



Saves Time and the Finish

The New Herbrand No. 865 Windshield Wiper Arm Puller removes the entire arm assembly quickly—easily, without the slightest damage to either the arm or the car finish.

MECHANIC'S NET
$1.89

Now — no screwdrivers or makeshift tools to slip or gouge! The No. 865 tool slips easily between the wiper arm and output shaft. A gentle tap with the sliding hammer releases the wiper arm, saving you time and preventing damage. The sliding hammer is permanently attached to the tool, eliminating any possibility of loss.

The Herbrand No. 865 Windshield Wiper Arm Puller is made of specially selected steels, heat treated, with a bright finish. Ask your jobber.

Herbrand Tools
HERBRAND DIVISION · THE BINGHAM-HERBRAND CORPORATION
FREMONT, OHIO

Service Sam says . . .

Use my promotion package to build up your wheel service

- Repack front wheel
- Check bearings an
- Replace all worn w



Bower-BCA Wheel Bearings deliver more miles on anything that rolls. Wheel bearing service cabinet includes accurate torque wrench, BCA ball bearings, Bower roller bearings, important technical data.

Need an extra selling hand? Service Sam. He's ready now you, to help you push sales o

How does he do it? Servic of a brand-new promotion pa able, *free*, from your Bower-BC Sam *serves you*, reminds your makes good sense to check every 10,000 miles. He reminds too, of the opportunities for that a pull-a-wheel check can

Put Service Sam to work

*For example, a recent survey shows cars on the American road have wor

FREE!
SERVICE SA
PROMOTION PAC

Colorful, hard-hitting Serv terials dress up your shop a minute! Call your Bower- now. Start cashing in on

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC.
DETROIT 13, MICHIGAN

vheels every 10,000 miles!

s and seals for safety!

rn wheel bearings!

nd? You've got it in
now to go to work for
les of wheel bearings.
ervice Sam's the star
n package now avail-
r-BCA jobber. Service
our customers that it
heck wheel bearings
minds your mechanics,
for extra business*
can reveal.

vork in your station!

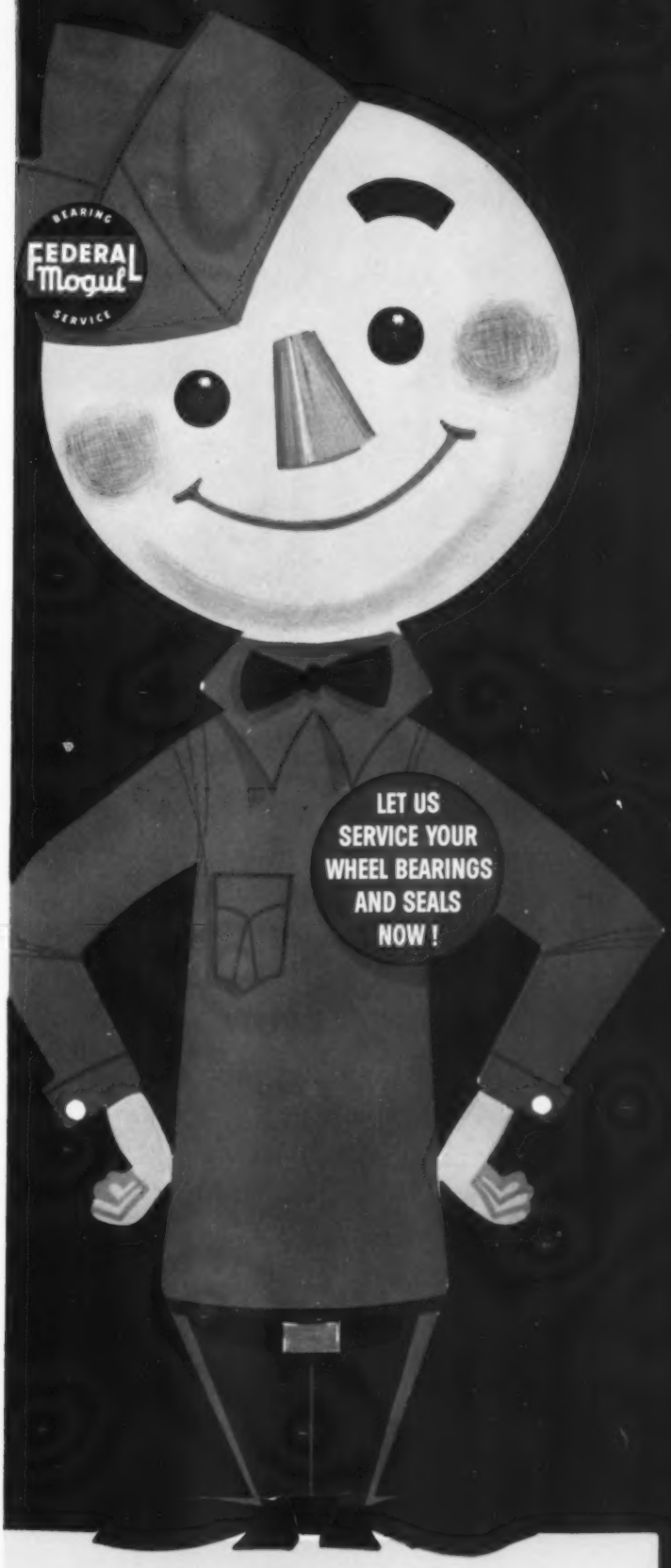
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e worn or dry bearings.

E!
SAM
PACKAGE

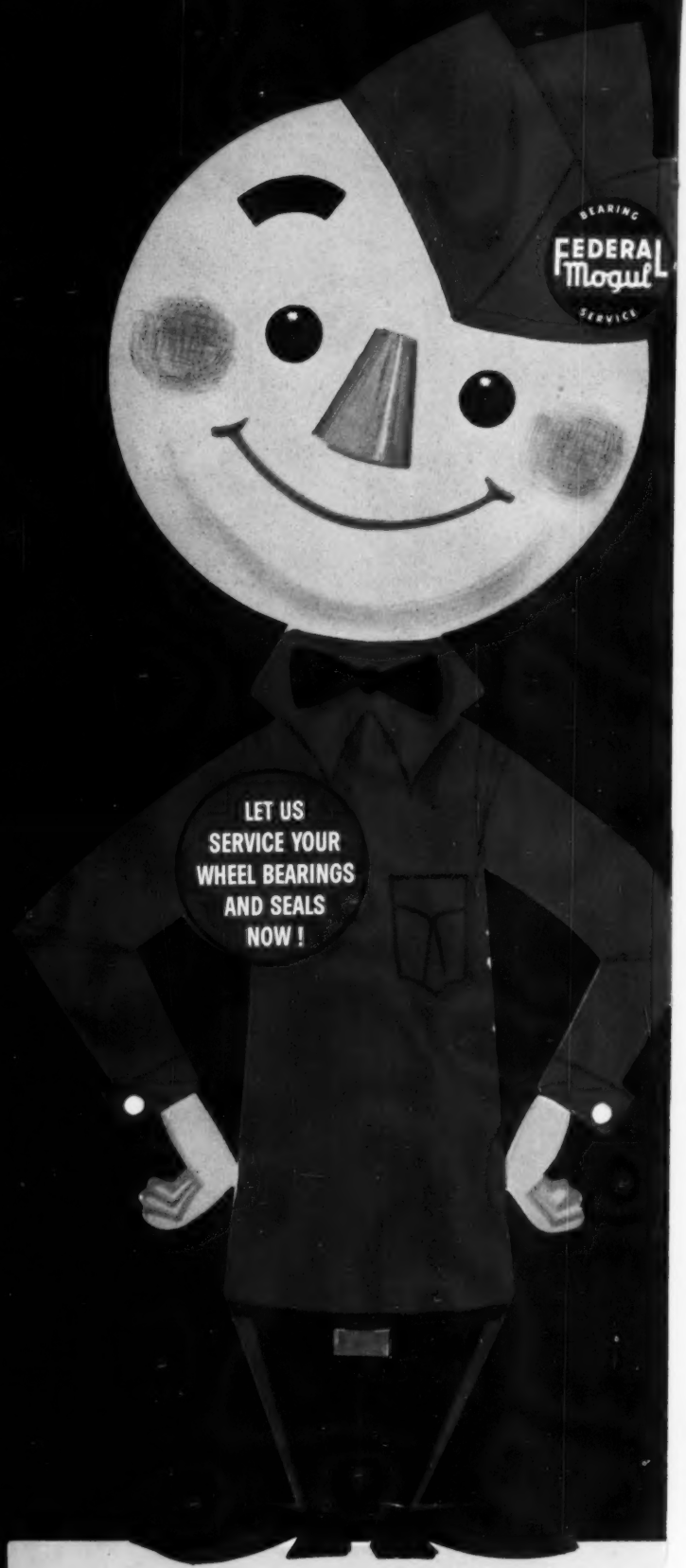
Service Sam ma-
op and sell every
ower-BCA jobber
on Service Sam!

BEARING
FEDERAL Mogul
SERVICE

LITHO IN U.S.A.



Man of the year



Man of the year

COMPACT OIL SE
IN EYE-CATCHING



Have the s



Cabinet 5512—Stocks popular-size seals for front wheels with application data and tools.

Famous Na
in leather a
ber, provid
against lub
Easily stock
in attractiv
Easy-to-use
for front- o
included wi



Front-Wheel
Installation K

NA

DIVISION OF

SEAL SERVICE STOCKS
ING DISPLAY CABINETS!



Cabinet 5511 — Service stocks of front- and rear-wheel famous National Oil Seals, complete with time-saving, easy-to-use installation tools for front- and rear-wheel seals, price and application data sheets.

e seals you need



s National Oil Seals, her and synthetic rub- rovide best protection t lubrication leakage. stocked, complete sizes active display cabinet. o-use installation tools nt- or rear-wheel seals d with service stock.

Cabinet 5514— Stocks National rear-wheel seals, application data and installation kit for rear wheels.



-Wheel
tion Kit

Rear-Wheel
Installation Kit

MEET SERVICE SAM



Let Service Sam help you sell wheel repacks and new oil seals . . . put the free promotion package to work for you

Never use a damaged seal when you pull a wheel for a brake job, wheel alignment or for bearing repacks! Every survey shows "front-wheel bearings should be repacked at least every 10,000 miles . . .". Service Sam is here to help you build up this profitable business. Through eye-catching display materials, he reminds you and your customers to pull the wheel, check the bearings. Your customer is wide open for suggestions. (Call your National Seal jobber for the full story.)

FREE! SERVICE SAM PROMOTION PACKAGE FROM YOUR NATIONAL SEAL JOBBER

ATIONAL OIL SEALS

FEDERAL-MOGUL SERVICE

ON OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN

NATIONAL OIL SEALS



Goodwin Bros., new-car dealership in Lexington, Ky., for 45 years, has signed to handle Rambler. The company, which has handled Dodge since 1917 and Plymouth since 1927, will use its downtown location for Ramblers. Seated is Dwight Tenney, president of the firm. Looking on is W. F. Manis, a district manager for American Motors. William D. Goodwin is vice president of the Lexington operation.

•

Skyrocketed Shop Volume

(Continued from page 56)

ings.

Third, we try to keep ahead of our debts. We buy only a limited amount of equipment at a time, only what we know we can pay for. Last winter when snowstorms were heavy, we invested in a tow truck and it certainly paid off. Repair jobs in excess of $100, like a motor overhaul or transmission overhaul, got a free towing.

We watch our parts investment. It is advisable to come into your parts inventory gradually. As an independent within a couple of miles of our suppliers, we carry a $200 ignition parts inventory. We feel inventories can be built with growth. You may make less but you are not gambling.

Before you open a shop or move to a bigger operation, try to figure your overhead. If you know how much of a following you already have, and realize that the average car driver spends about $100 a year on his car, you will have some idea of income.

Will it cover your projected overhead? Even with steadily growing volume you will not be able to splurge. As a family we are living frugally because we are turning back into our business everything in excess of our living expenses.

There are a few pointers I would like to make that I consider sound business practice. Write out a repair ticket on every job; detail it with future needs as well as work urgently needed now. Don't make out a slip and stick it in your pocket. The dollar or two you save on Uncle Sam never compensates for the real loss of good repair discussion with your customer. You do yourself out of future business.

When there's a comeback (even a topnotch shop has them), take care of it first. Drop the jobs you are doing, jobs that have not yet been paid for. The comeback was paid for, the money is in your pocket and you have an obligation to straighten out a dissatisfied customer first.

We say that it is not good practice to throw the book at the customer. That is, if there are a dozen costly repairs needed on his car, point out two that take priority and defer others to some later time. No car owner can "take" a staggering blow. It may look like overselling to him and he may react by just pulling out altogether.

Be honest with your customer. If his old car needs more patch-

$1,000 EXTRA SALES!

Alert Operator Installs Thermostat with 50% of Anti-Freeze Jobs



Explain how faulty thermostats can cause radiators to overheat and boil over . . . show motorists an old 'stat to point up need for inspection. You'll get a quick okay, time after time.

You'll wind up with sales you never had before . . . replacing broken, corroded or worn-out 'stats with new high-temp Winterstat by Autostat.

Give customers smoother-running cars . . . and put new peaks in *your* profit picture . . . with Autostat, for *balanced* Power-Pill® performance.

LESS INVENTORY!
Four models handle 95% of all cars on the road today.

AUTOSTAT®

Robertshaw

Robertshaw-Fulton Controls Company

FULTON SYLPHON DIVISION
Knoxville 1, Tennessee

work than it is worth, advise a new car. The lost sale will pay dividends. He will appreciate your honest advice and come back to have you check out his new car.

Here's another practical pointer:

Do all of your customer's work under your own roof. Do not sublet work. When a middleman comes between you and your customer, the personal confidence and responsibility the customer placed in you are undermined.

When you pick a location, it's wise to be near a convenient transportation line. It makes your shop preferable to one situated five blocks away.

Another thing, keep your shop clean. Old bottles, greasy rags, discarded cans are an eyesore. Trash quickly dispels an atmosphere of efficiency. We clean and grease equipment weekly and check for operation. It is money-saving to keep equipment in good repair.

Time and space should be money-makers. If there is a slow period, I seek out a good buy in an old traded-in car, put it into good selling condition and find my labor pays off.

As for promotion, when you are first starting out and building volume, we found a three-line classified ad in a newspaper of large circulation effective in bringing a good response. A repeat of this during the slow months helped greatly.

We also mailed postcards seasonally: tune-ups, flushing radiator, cooling system, spring checkups in May, front-end and wheel balancing in summer.

Also, I personally solicited area service stations on major repair jobs, offering ten per cent on front-end alignment, engine and transmission overhauls. This too worked out very satisfactorily for both our shop and service stations.

If volume continues to develop as I anticipate, we hope some day to build a garage of our own, planning layout efficiently and productively. In the meantime I know that even under the best of circumstances, there is only hard work and continued hard work ahead. There must be constant scrutiny of every penny and determining with every bill whether it is more economical to take advantage of discounts, maintain your cash reserve, or defer payment to next month.

It takes all your wits and determination.

Fleets Are the Salt

(Continued from page 66)

meetings held every three months I review the kind of detailed information I need on an emergency call. I point out how vital it is for drivers to report small troubles promptly.

Since the trucks they drive are not owned by them, there is a tendency toward indifference. This has constantly to be overcome. Costly repair bills can be avoided only with their cooperation.

I also give them practical tips on making temporary adjustments on the road and saving calls. For example, I show them how to check ignition to see if they are getting fire when a truck won't start. If they are getting fire, I teach them how to check carburetor to see if they are getting gas.

Daily report sheets are turned in to me by drivers describing behavior of their vehicles and any observations of unusual performance. I prefer mechanical trouble be reported to me directly rather than having it relayed through the company supervisor. Confusion and inaccuracy are avoided and time is saved.

One of the great benefits of fleet maintenance is being able to sche-

NEW!

completely modern... accurate! NIEHOFF ignition testing equipment

All new, all the way through . . . from the sleek, modern styling of their durable outer cabinets to their built-in accuracy. This new NIEHOFF ignition testing equipment was developed to make you and your station a tune-up leader. You'll like their compactness, easy-to-read dials, simple controls, convenient handles, long trouble-free performance.

Your BEST OFF with NIEHOFF!

See the complete line of NIEHOFF Ignition Parts and Testing Equipment at your NIEHOFF Jobber—or write direct today.

NIEHOFF

AUTOMOTIVE PRODUCTS

C. E. NIEHOFF & CO. • 4925 W. Lawrence Ave. • Chicago 30, Illinois

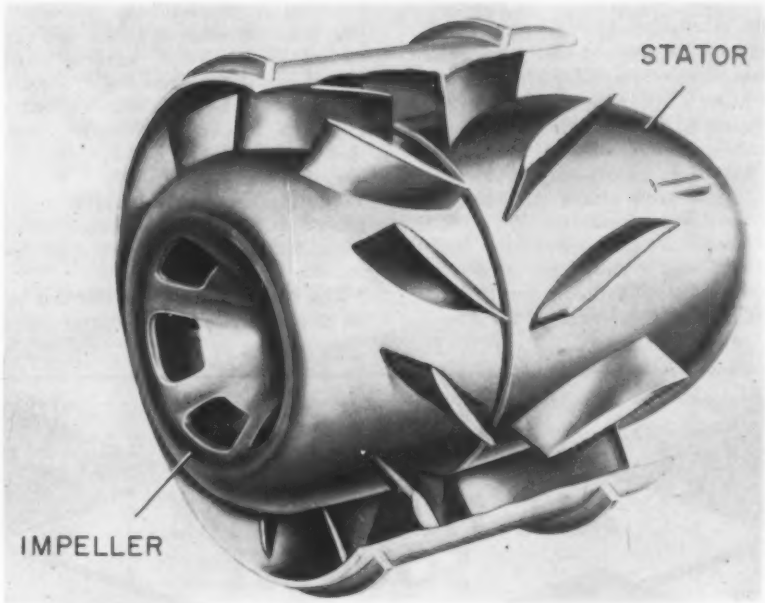


dule work three or four days in advance. You are not pushing hard to get a big job out in short order. With a spare truck in operation a major repair can lay over another day.

Fleet maintenance requires no more equipment than the general automotive repair shop usually carries. I have invested some $5,000 in handtools, jacks, stands, motor analyzer, bearing press and welding equipment and approximately $1,500 in a tow truck with winch and a panel truck. I sublet valve refacing and drum turning.

A large parts inventory on volume trucks is not necessary. I carry only those items on which I cannot readily put my hands, like brake drums, carburetor, fuel pumps, electrical parts, etc.

Independent garages eager for new growth may find good, satisfying volume from commercial fleets right in their own town. Even the smallest town has its business vehicles of daily family deliveries like bread, milk, laundry, etc. There is no promotional overhead, no cut-price specials to draw traffic. Skilled performance and conscientious interest bring the real rewards. The good word gets around and business houses approach you.



A cooling bath of fresh outside air, even when the car stands idle, is an advantage made possible by the new axial-flow blower designed for use in all of the 1962 Dodge Dart series. The blower is the heart of the new heater and air-conditioning systems that tuck beneath the instrument panel. Stator portion of the blower is cast integral as hub-blade-housing. The fixed blades act as air straighteners as the rotor portion delivers outside air. It is actually a single-stage axial compressor, capable of delivering air at high velocity—225 cubic feet per minute.



NEW!
sales merchandising cabinets! new ignition assortments!

Completely new, functionally designed merchandising cabinets, handsomely styled to compliment your station. Each cabinet can be locked, features streamlined stock control and can be hung on wall or placed on modern legs. Service stocks are made up of the fastest turnover items selected to give you quick return on your investment.

Every assortment has free gift pack that more than covers cost of cabinets. In addition NIEHOFF supplies easy-to-use tune-up manuals, banners, posters, decals, signs, charts, catalogs and bulletins.

Your BEST OFF With NIEHOFF

See complete line of NIEHOFF Ignition Parts and Testing Equipment at your NIEHOFF jobber or write direct today.

NIEHOFF
AUTOMOTIVE PRODUCTS
C. E. NIEHOFF & CO. • 4225 W. Lawrence Ave. • Chicago 30, Ill.

Servicing Crankcase

(Continued from page 63)

lubrication, it is extremely important that whenever a camshaft is installed it must first be coated liberally with engine oil mixed with G.M. concentrate, part No. 582099.

Install camshaft carefully.

Install valve lifters, push rods and rocker arm assemblies.

Install intake manifold. Install timing chain and gear and front cover. Install radiator and grille.

Camshaft bearings:

The camshaft bearings must be replaced in complete sets. All bearings must be removed before any can be installed. No. 1 bearing must be removed first, then No. 2, then 3, 4 and 5. When installing the bearings, No. 5 must be installed first, then Nos. 4, 3, 2 and 1.

Removal:

The intake manifold, valve cover, push rods, lifters, front cover, radiator grille and camshaft must be removed.

The bearings may be removed by driving them rearward out of their bores with the exception of No. 5. This bearing must be removed by drilling a 3/16″ hole in the block. Do not drill through the bearing. With a small drift, dent the bearing enough to allow it to be removed out the front of the bore.

Installation:

Install No. 5 bearing first, then Nos. 4, 3, 2 and 1. Care must be taken that all oil passages are aligned.

The correct position of the bearings in the block is as follows:

The front of No. 5 bearing is 18 7/32″ from the front face of the block. No. 4 is 13 13/32″ from the front, No. 3 is 9 11/64″ from the front, No. 2 is 4 15/16″ from the front and No. 1 is 1/8″ from the front.

Lancer and Valiant:

Timing chain and sprockets:

To provide access to the chain and sprockets, drain cooling system and remove radiator core and fan. Remove chain and cover.

Checking Chain for Wear

Checking chain for wear:

The timing chain should be checked for wear before removal from the sprockets as follows:

Block the flywheel so that the crankshaft cannot turn.

Place a torque wrench and socket over the camshaft sprocket lock bolt and apply torque in the direction of crankshaft rotation to take up the slack; 30 ft. lbs. (cylinder head installed) or 15 ft. lbs. (cylinder head removed).

Hold a scale with a graduation reading even with edge of a chain link. Reverse the torque to the same specification and read the scale to determine the amount of chain movement (Fig. 11). If chain movement exceeds 11/64″, install a new timing chain.

Removal and inspection:

Remove the camshaft sprocket attaching bolt.

Remove the timing chain with camshaft sprocket.

Clean all parts with a suitable solvent and dry them with compressed air.

Inspect timing chain for broken or damaged links. Inspect sprockets for cracks and chipped, worn or damaged teeth.

Installation:

Turn crankshaft so the sprocket timing mark is toward and directly in line with centerline of camshaft (Fig. 12).

Temporarily install camshaft sprocket. Rotate camshaft to position the sprocket timing mark toward and directly in line with centerline

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MURRAY COMPANY



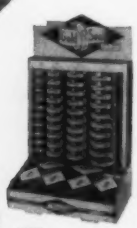
CAPS

RADIATOR CAPS
NEW Exclusive Green Push Button Safety Caps—also standard pressure caps. Open stock or 12 per display ass't.

GASOLINE CAPS
A complete line of fenderwell caps. Also, outside caps and locking caps in gleaming chrome.

OIL FILLER CAPS
All sizes and styles to fit American and foreign cars—trucks and tractors.





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QUIK-SEAL
The NEW quick-attach worm gear clamp with SAF-T-LOCK feature.

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The popular Murray worm-drive clamp for all radiator and heater hose installations. Available with collared or non-collared screw. In open stock or attractive merchandisers.

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Displays and holds 100 clamps in 4 popular sizes. Display is FREE.

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BATTERY HOLD DOWNS — NEW HD-12 Profit-Pak contains 12 steel-reinforced plastic battery hold downs in the 6 most popular sizes. Display is FREE.
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MURRAY COMPANY

of crankshaft, then remove camshaft sprocket.

Place chain on crankshaft sprocket and position camshaft sprocket in the chain so sprocket can be installed with timing marks aligned without moving the camshaft.

Install camshaft sprocket retaining washer and bolt. Tighten bolt to 35 ft. lbs.

Note: With engine correctly timed and timing mark on sprockets exactly aligned with centerline of camshaft and crankshaft, the No. 1 piston will be .017" to .025" ATC.

Install chain cover, fan and radiator core. Fill cooling system.

Note: Refer to our 1961 passenger-car specification page for valve setting in degrees.

Future for Dealers

(Continued from page 67)

a reputation for service that was worthy of the name.

I gave him examples of dealers who go into the automobile business and ignore the need for building an active service or used-car department and actually gave him some examples of such type dealers who have come and gone on the local picture since the war.

And if any readers might be interested in knowing how many of these dealers have come and gone in your community, you should jot down the names of dealers that you know started a business without plans to be catering to the service needs of their customers and owners. You'd be amazed, as I was, to find out how many of these dealers went broke, or are not now in business.

It was my opinion, I further stated, that the manufacturers themselves have, at long last, become greatly concerned with the importance of stressing service, whereas, in the recent past they have primarily aimed all of their programs and dealer promotions toward the sale of new cars. It was also important, I thought, to point out to my friend that the manufacturers are also beginning to be interested in the used-car department of their dealerships and this, in my opinion, is equally as important as a good automotive service department.

As a result of all this conversation I was able to point out to my friend that there is a bright future for the automobile business that is further enhanced by all statistics which forecast the automobile population growth in this country for the next ten years. Because of the population explosion of the past few years, there will be many, many cars sold in the next ten years and the predicted growth in the number of automobiles on our highways is nothing less than sensational.

If these forecasts come true, then the dealers who are in business today will have many opportunities to increase their volume to such an extent that I hope, in the very near future, we will have increased profit possibilities.

I wound up by telling my friend that my opinion of the automobile business, in spite of its present position, is good as far as the future is concerned. I did tell him that both manufacturers and associations were going to have to be interested in improving the quality and ethics of automobile dealerships, both now and particularly in the appointment of new dealers in the future, and that dealers are going to have to devote much more time to a close supervision of their dealerships through good business management programs that are available to them either from NADA or their manufacturers.

INVESTMENT
PROFIT

INVESTMENT
PROFIT

LET'S LOOK AT THE
PROFIT PICTURE

It takes money to make money . . . but the big question is "How much must be invested to make a given sum of money?" Don't forget, regardless of what's in the package, when merchandise is sold an investment in Accounts Receivable is made. A short margin of profit on the sale results in relatively short profits.

Look at the profit picture . . . at the top you see the relation of profit to investment when you sell a set of CONTINENTAL PISTON RINGS. The lower part of the picture represents Continental Piston Ring Company's major competitors.

MOVE UP TO THE TOP of the picture!

Avail yourself NOW of our 46 years of experience.

Ask to see a Continental man today.

Continental PISTON RING CO.
Hernando, Miss. Memphis, Tenn.



C. M. Baird, chief accountant and office manager for Lowery Motors, Melbourne, Fla., was recognized recently as "Top Accountant of the Year" for the Dodge Atlanta region in competition with over 105 accountants from Georgia, Alabama and Florida. Baird was presented a cuff link and tie bar set designed in the Dodge "Forward Look" motif and set with rubies and diamonds, and, in addition, received his fourth accounting award pin and certificate as a member in the Institute of Proficient Automotive Accountants. Pictured at the presentation ceremony are (l. to r.): W. D. Lowery, owner of Lowery Motors; Baird; J. T. Esler, Dodge business manager, and D. W. Salter, Dodge district manager.

•

I felt that the combination of these factors plus the normal predicted growth of the number of automobile buyers over the next years will again make the automobile retailing business an attractive one which will invite new blood into its ranks.

I don't think I sold my friend on leaving his well-established business for ours but I do think that I gave him some ideas that made him have a little more respect for our retail automobile business, which I still proclaim as the greatest business in this counry.

There is much work to be done by the remaining dealers to insure the greatness of our industry. But I am confident this will be done.

Hydro-Aire Develops Brake Safety Valve

A LOW-COST, completely automatic, foolproof, automotive pressure protection dual valve that protects a vehicle's braking system from loss of air pressure due to broken air lines or ruptured brake chamber diaphragms has been developed by Hydro-Aire Co., a division of Crane Co.

Weighing only 19½ ozs., the valve may be quickly plumbed into standard pneumatic braking systems, it was claimed. It automatically senses an air leak and closes off only that portion of the failed system, permitting the remainder of the system to operate in a normal manner.

Dual inlet and outlet ports allow for installation as wheel-to-wheel or axle-to-axle protection. Integral mounting bracket permits easy installation. The hytrol brake pressure protection valve has successfully passed both laboratory and on-the-road testing, according to the company.



DUAL PURPOSE PATCHES—
Chemical Vulcanizing for tubes and tubeless



"SIZZLE" PATCHES

Most reliable method known for all puncture repairs.





CASING REPAIRS



Rayon cord — feather edge construction



OUTSIDE AND INSIDE PLUGS for tubeless tire repairs





COLD PATCH REPAIR KITS —for tubes, and all kinds of rubber products.

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Monkey Grip makes a complete line of the industry's most tested and **proved** Tire and Tube Repair Materials . . . **proved** for on-the-road safety—**proved** for fast, easy application—**proved** for higher profits to repair stations. There's no need to invest in expensive, gadget-type equipment, or use (untried) guesswork methods. Monkey Grip has the **RIGHT** Materials for **YOU.**

Write for descriptive literature on tire repair materials

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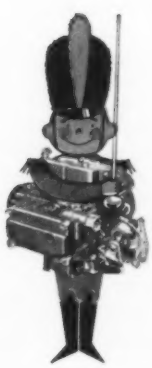
97 Holley Original Equipment Carburetion and Ignition Items have been copied . . .



Background: Original Portrait of Mona Lisa by Leonardo da Vinci, 1452-1519

. . . but no copy ever quite matches the ORIGINAL!

Holley makes only authentic *originals*—and any original is hard to copy. Every Holley carburetion or ignition component you sell is as much an *original* as the part it replaces. Both are designed, engineered and manufactured to the same *original equipment* specifications, and must pass the same performance tests and rigid quality inspection. So, when you replace carburetion or ignition parts, it will pay you to use "*Holley Originals*". With copies there may be a question—with Holley you're *sure* of customer satisfaction.





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Dodge Official Urges Uniform Truck Laws

"CHECKERBOARD legal patterns" are costing the American trucking industry millions of dollars annually, according to Dodge General Manager Byron J. Nichols, who urged uniform minimum national length and weight standards that would apply to interstate highways in every state.

Terming the present situation "grossly unfair" to truck operators, Nichols said, "We hear a lot these days about how the trucking industry is not paying its fair share of the federal interstate highway program. The Congress has just enacted increased taxes on commercial vehicles, particularly those in the high-tonnage classes.

"Whether trucks already are paying their fair share or not is debatable. The trucking industry, which constitutes 15.7% of all motor vehicles, already is contributing approximately 36% of the trust fund taxes for the federal highway program. The trucking industry certainly considers this a 'fair' share.

"Truck operators have been paying millions of dollars annually into federal highway fund since 1957. They will pay millions more during the next 11 years. Yet they will be unable to avail themselves of the full use of this federal highway network until 1972. Meanwhile, although they are paying taxes for an interstate highway program, truck operators are restricted by the actions of state legislatures in reaping full benefits of the program—limited as it is at present.

"Because each state legislature sets its own weight and length regulations, we have a hodgepodge, checkerboard pattern, with each state deciding what maximum weights and lengths will be. This means just one thing to the long-haul trucker: he must load his truck for the state with the tightest restrictions, thus raising the cost-per-ton-mile of the goods he carries.

"If truck operators are going to pay higher and higher taxes for an interstate highway system, they certainly should be permitted to benefit to the fullest from such a system, and not be bound by the whims of individual state legislatures, a number of which may possibly have been influenced by anti-truck lobbyists. Clearly, what is called for is a national law providing for more adequate uniform minimum length and weight standards on the interstate highways. Only in this way will the trucking industry derive the full benefit from the heavy tax burden it already bears."



Smithfield Tarheels Pick Little

Douglas Little of Little's Pontiac, Inc., is the new president of the Smithfield (N. C.) Automobile Dealers Association. Other officers are W. O. Buie of Buie Motors, Inc., vice president, and N. P. Williams of Williams Motor Co., Inc., secretary-treasurer.

Marylanders Hold Crab Feast

The annual crab feast of the Automobile Trade Association of Maryland was held last month at the Rolling Road Golf Club. As in previous years, Maryland's finest crabs, crab cakes and crab soup were served.

Millman of Auto Lamp Dies

Abe Millman, 57, of Auto Lamp Mfg. Co., Chicago, died last month. He had been a partner in the firm since 1945.



SNAP-ON 2011-WA-S
Master Wheel Aligning Set

SNAP-ON WB-303
Wheel Balancer
Includes Balancer,
Wheel Spinner, Plier

aligning-balancing field is WIDE OPEN

Cash in with Snap-on equipment

Industry figures* show that only 27 percent of all repair outlets do wheel aligning; 44 percent balancing work. And for filling stations only, the percentages are much lower.

Get in on this wide-open, big-profit business — and do it with accurate, dependable SNAP-ON equipment.

It's easy to use — any mechanic can learn to align or balance with this equipment in no time at all. Full instruction by equipment specialists plus easy-to-follow manuals.

It's portable — put it on any level spot in the shop. SNAP-ON alignment equipment doesn't tie up stall space like fixed position units.

It's low cost. A balancer will pay for itself on the first 50 cars or less.

And you get big, extra profits with bigger sale of tires, tie rods, bearings, support arms, kingpin parts, etc.

Use our "Buy Now, Pay Later" plan. Pay a little down, a little each week, and let the equipment buy itself. Ask your SNAP-ON man for details. Keep this profitable business in your *own* shop.

*Automotive Market Trend Survey #2 — by Motor Age

SERVICE-BACKED SHOP EQUIPMENT

SNAP-ON TOOLS

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Purolator introduces

SUPER GASKET
of neoprene, 6 times as thick, gives quick perfect seal.

TENSION-LOK PLATE
flexes as filter is tightened, preventing loosening under vibration . . . maintains positive tight seal.

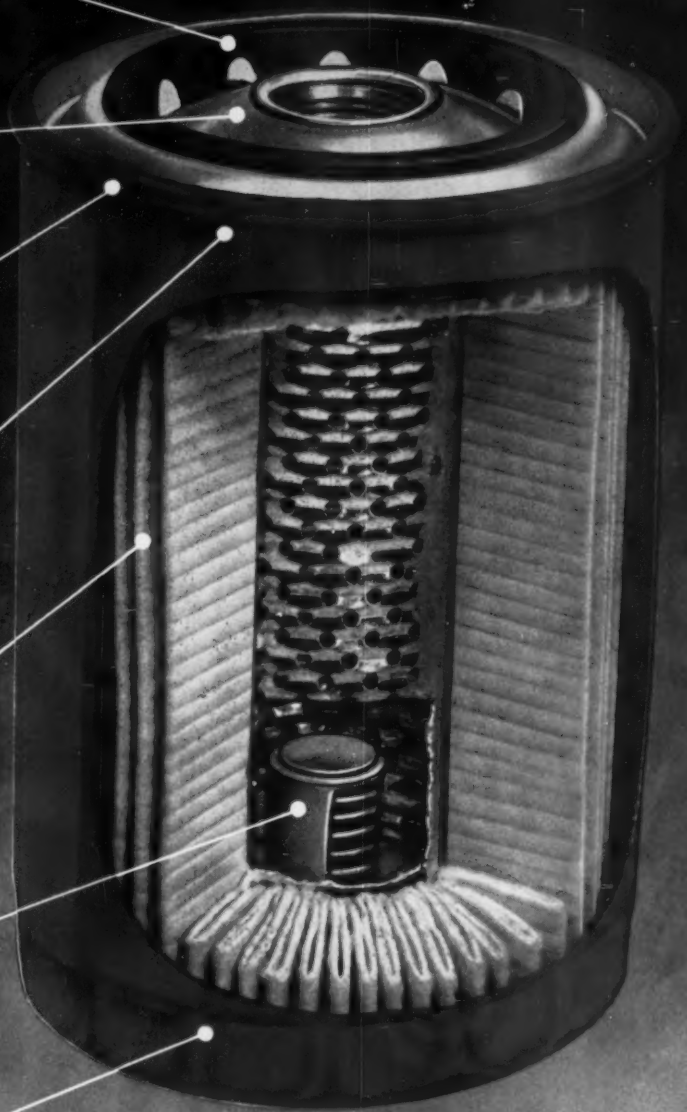
DOUBLE-LOK SEAM
insures complete leak-proof and split-proof housing.

ANTI-DRAINBACK VALVE
provides instant bearing lubrication . . . prevents oil from draining out of filter when engine is not in operation.

SUPER-MICRONIC FILTER
removes dirt particles as small as *39 millionths* of an inch! (Over 11 ft. of filtering element).

ACCURATE RELIEF VALVE
opens promptly only if neglect lets filter clog.

PATENTED HEX CASE
for easy installation and removal with new filter wrench.



New PER Series Super-Micronic® throw-away design is the finest filter of its kind

a NEW FILTER DESIGN

New spin-on series assures more efficient filtration . . . easier installation

Free Introductory Wrench Offer . . . in the W-61 package

JUST to show you how this new design makes filter changing an easy, quick-profit job, we're offering a specially designed Hex-Cap wrench *free* with 3 PER 5's in the W-61 package! [Don't forget, with some type cars, you can't change a PER filter without the new tool.] Order today from your Purolator Supplier.

"Purolator" and "Super-micronic" Reg. U. S. Pat. Off.



New Hex-Cap Wrench FREE with 3 PUROLATOR PER 5's

- Makes filter removal a breeze!
- In a tight place, use it with ½" drive.
- With some type cars, new tool is a "must."
- Ask your supplier for the W-61 package.

Shown is one of Purolator's new spin-on filter series—the PER 5. It fits late-model Buick, Oldsmobile, Pontiac and Cadillac.



Purolator's LISTEN TO THE MAN..! CAMPAIGN . . .
continues to make filter sales for *YOU*

PUROLATOR

OIL, AIR & GASOLINE FILTERS

PUROLATOR PRODUCTS INC., Rahway, N. J.; Toronto, Ontario, Canada

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PROFESSIONAL POWER TOOLS

HEAVY-DUTY
9" POLISHER

For Faster, More Profitable Polishing...
There's None Better at Any Price

It's Rugged . . . specially designed and built for continuous heavy-duty production polishing and compounding. **It's Powerful** (full ¾ HP) with ideal polishing speed (1450 rpm). **It's Balanced** . . . for easy handling all day long . . . **and it's the only polisher** with a coaster-brake type clutch drive that doubles gear life and assures smooth operation.

See your MILWAUKEE Electric Tool Distributor or write for free literature and prices.

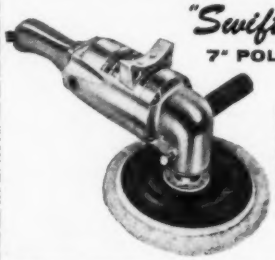
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Find Your Nearest Dealer in the Yellow Pages — *Look under Tools . . . Electric*

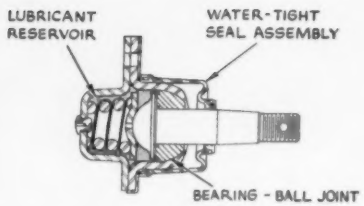


BLU-SHEL CAR POLISH
Cleans and polishes in one operation . . . the perfect polish for all car finishes. Recommended for use with MILWAUKEE Polishers to achieve best polishing results with greater profit.

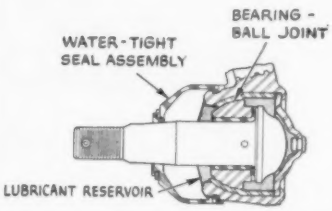


"Swifty"
7" POLISHER
Designed for use with high speed liquid machine polishes.

MILWAUKEE ELECTRIC TOOL CORP.



UPPER BALL JOINT ASSEMBLY



On the '88, 98 and Starfire Oldsmobiles for 1962, all open-end chassis lubrication fittings have been replaced with the factory-sealed units shown here. Under normal operating conditions, the chassis of the new full-size Oldsmobiles will not need periodic lubrication. Generators and distributors have been revised for 1962 so that they too do not require periodic lubrication.

Spinning Profit

(Continued from page 57)

He starts checking by examining the front tires. The condition of the tires reveals some of the trouble and suggests the next step. He follows through to every element in the front-end assembly, from unbalanced tires to driveshaft. He makes a note of each item that needs attention, preferably with the customer watching. If the customer is not present, he telephones him, tells him of his findings and his recommendations.

"I prefer to have the car owner present when I make the check," Wyse said, "because he can see that the recommended work is needed. If he isn't present, then I show him when he does come in, even if he has authorized the work by phone."

There is an obligation on the part of the garage owner to sell only the service that is actually needed for safe and comfortable driving, and there also is an obligation to tell the customer about additional service needed, Wyse feels. That is particularly true of needed work which if neglected possibly could result in an accident.

Wheel-balancing brings a lot of customers to the garage, because Wyse has built a local reputation for his balancing. And balancing of-

ers an ideal beginning that leads to the sale of numerous other needed services. For example, a local car owner recently drove in, said his wheels seemed to be out of balance and would Wyse take care of the matter right away.

When he checked the front-end through, beginning with the tires, he found that the wheels did need balancing but that balancing alone would fall short of correcting the steering troubles. Six different repairs, adjustments or replacements were needed, and Wyse showed each one to the customer. The job totaled $41 and the owner left with a smooth-steering automobile which he could drive with absolutely complete safety.

"I wouldn't have merely balanced those wheels and let the car go out," Wyse said. "The customer would not have been satisfied, and he would have felt that we didn't know how to balance wheels. Furthermore, his car would have been unsafe without at least some of the other work. By showing him the wear and the need for the additional service, we made more money and he was a satisfied customer."

Speed Is Important

Speed in turning out tune-ups and front-end jobs is important, and even more important is to deliver the job when promised. Accordingly, Wyse keeps close tab on work in progress, so that when a car rolls through the entrance, he can tell the customer, after the proposed job has been checked, exactly when the customer can have his car.

In order to speed up service and keep delivery promises, the garage maintains its own parts department. Some parts needed are not available locally and unless the garage stocked them they would have to be ordered out of Houston, 60 miles distant, and that would entail delay in delivery and interrupt the even flow of work by the shop's mechanics.

But parts stock is not limited to those unavailable locally. Wyse maintains his own stock of routine parts which he buys from local suppliers, and by doing so he is able to save from 11 to 30 minutes of a mechanic's time by furnishing him the parts out of stock rather than waiting until the parts are needed and then going to the local supplier and picking them up.

"We find that our own parts department not only helps to deliver jobs when promised but it enables the mechanics to turn out more work," Wyse said.

Ford Promotes Learned To Marketing Post

PROMOTION of Don R. Learned, former controller of the Atlanta (Ga.) Ford-Falcon assembly plant, to general marketing manager of Ford Motor Co.'s Lincoln-Mercury Division has been announced by Ben D. Mills, company vice president and division general manager.

Simultaneously, Mills announced the appointment of Chase Morsey, Jr., to assistant general manager, succeeding Walker A. Williams, company vice president who retired after 36 years with Ford. Learned will supervise advertising sales promotion, marketing plans, sales analysis, product training and parts and service activities, reporting to Morsey, who also will direct the general sales office, including the division's six regional and 21 district sales offices.

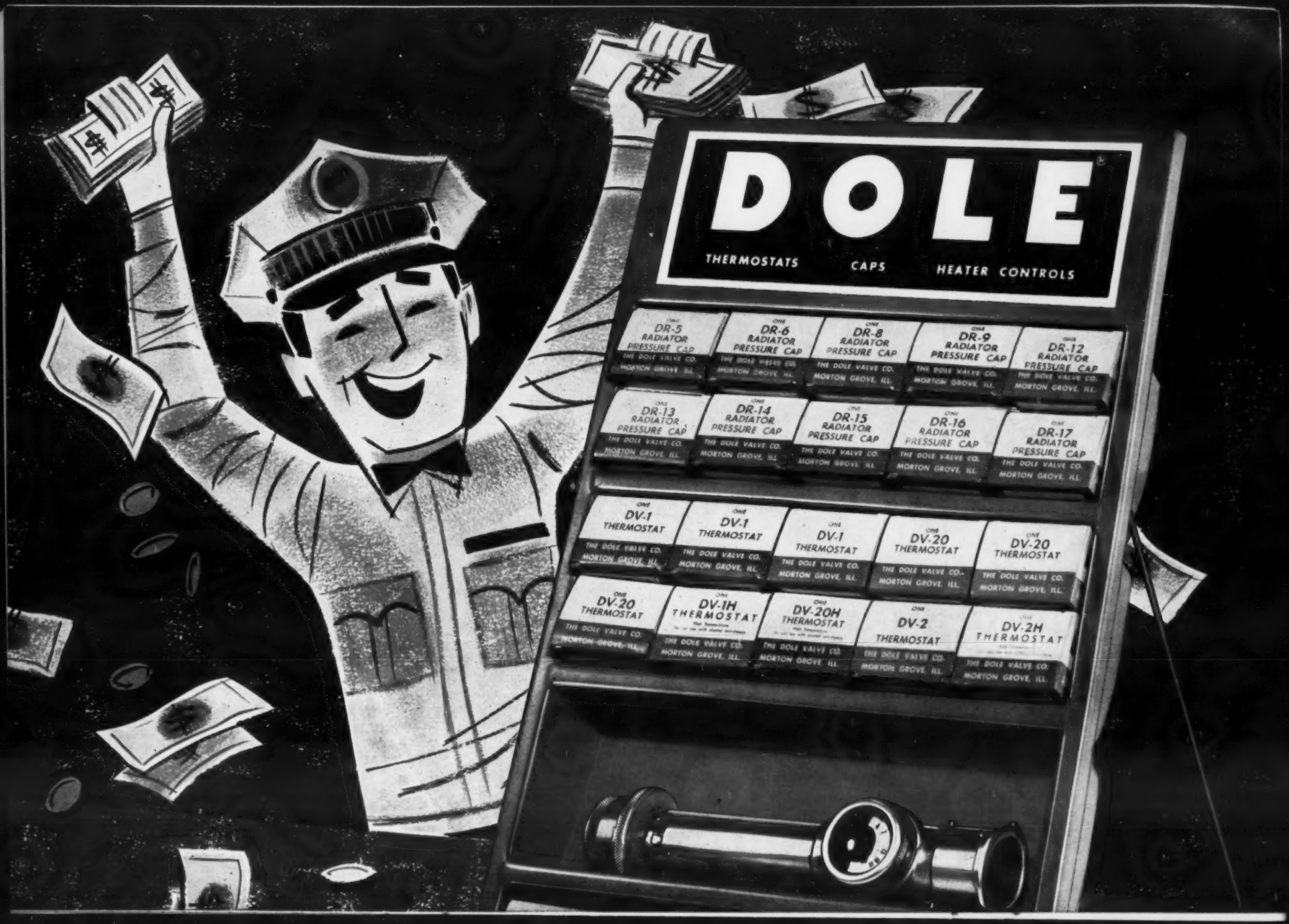
A graduate of the University of Kansas, Learned was controller at the Atlanta (Ga.) assembly plant from May 1951 until mid-1952. He was formerly assistant to Mills.

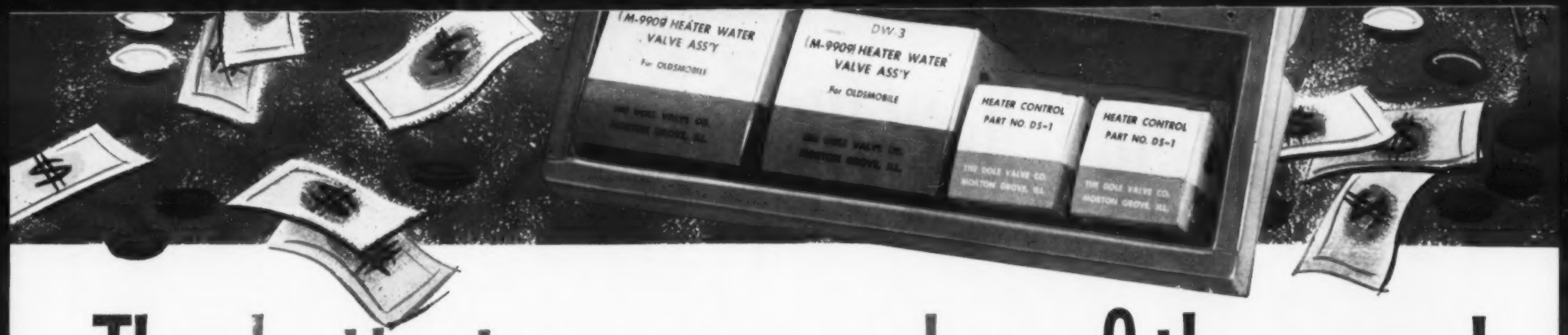
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SELL ALL FIVE!



GET AN EXTRA 10%
discount on any or all of these Mac's radiator products during July, August and September, the year's hottest selling months! (Offer covers retail sizes only, expires Sept. 30, 1961)

MAC'S SUPER GLOSS CO., INC.
Los Angeles 42, California • Cincinnati 26, Ohio


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ONE DR-5 RADIATOR PRESSURE CAP THE DOLE VALVE CO. MORTON GROVE, ILL.
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ONE DV-20 THERMOSTAT THE DOLE VALVE CO. MORTON GROVE, ILL.
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THE DOLE VALVE COMPANY
AUTOMOTIVE REPLACEMENT DEPARTMENT
MORTON GROVE, ILLINOIS

Repairing the Damage To Car Carpet

THE following service bulletin by Chevrolet may be of value in repairing carpet damage on many makes:

If a small portion of a front or rear floor carpet has been damaged (unraveled, burned, etc.), the carpet may be repaired as follows:

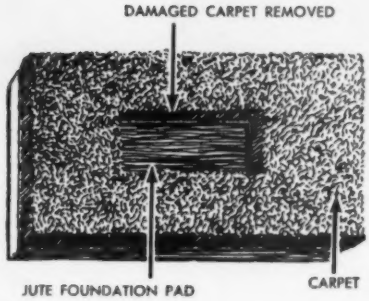
1.—Using a sharp knife or other suitable tool, cut out the damaged section of carpet pile, leaving only the jute foundation pad as shown in illustration.

2.—Cut a piece of burlap webbing to size that will extend approximately ½" to ¾" beyond perimeter of area being repaired.

Note: Convertible top side roof rail stay pad burlap webbing is recommended for this repair.

3.—Using a trim regulator, or similar flat-bladed tool, loosen jute foundation pad from the carpet backing (½" to ¾") around perimeter of repair area.

4.—Apply a neoprene-type weatherstrip adhesive to the jute pad in repair cavity.



5.—Install the burlap webbing over the pad, using a trim regulator to stuff and smooth edge of patch.

6.—From a concealed place, such as under the front seat, remove a section of carpet of sufficient size to repair damaged area.

7.—Trim carpet, being used as patch, to exact size of area to be repaired.

8.—Apply neoprene-type weatherstrip adhesive to burlap webbing and to underside of carpet patch.

9.—Insert carpet patch in repair cavity and firmly press patch into place to insure a satisfactory bond. Clean off any traces of weatherstrip adhesive.

10.—When repair area has thoroughly dried, use a whisk broom or stiff bristled brush to blend patch with the surrounding carpet.

Chrysler Appoints vonRosen

John vonRosen has been appointed director of the corporate manufacturing staff and services for Chrysler Corp. and will be responsible for materials handling, manufacturing engineering, industrial engineering and administrative services activities.

Oren Joins Watervliet Tool Co.

Harmon "Bud" Oren, Jr., has been appointed sales manager for Watervliet Tool Co., Inc., a subsidiary of CMP Industries, Inc., Harold H. Shincel, CMP president, announced. Oren, who has over 12 years' experience in the automotive industry, was most recently assistant to the president of Car Corp., Dearborn.

West Virginia Dealer Dies

George H. Carroll, Sr., 61, of Northfork, W. Va., who for more than 35 years had operated the Chevrolet, Oldsmobile and Cadillac dealerships there, died in Welch, Va., recently following a heart attack Carroll was also vice president of George Carroll Chevrolet, Inc., Dunn, N. C.

Something's missing

from this picture....but not this picture

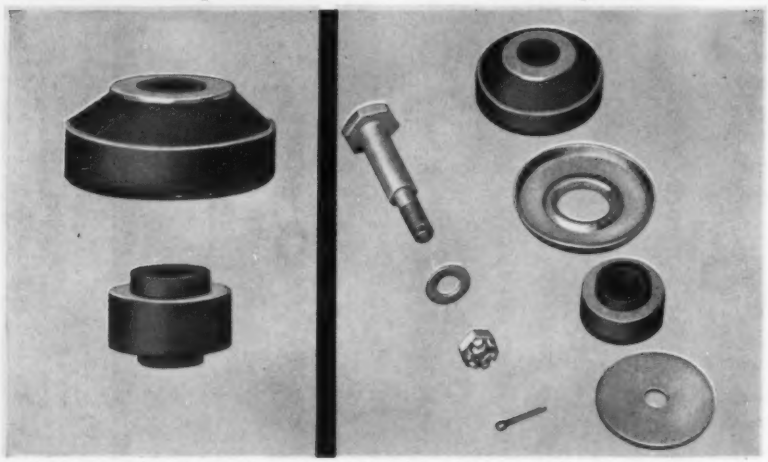


Photo shows the old way of buying motor mounts—without the fittings.

Photo shows the new way of buying motor mounts with all the fittings for time saving installations.

NEW! improved plan combines

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with Assembly Kits

Next time you buy motor mounts—play it cool.

Buy the matching Assembly Kits. Doan now offers all the necessary fittings—bolts, nuts, washers, everything to install motor mounts. Don't buy one without the other. The cost is small compared to the savings in time.

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1725 LONDON ROAD — CLEVELAND 12, OHIO

166



Get these new labels for the new car look!

Martin Senour refinishing products are sporting spanking new labels. They're "color-coded" for easy identification. The blue Martin Senour spiral is for lacquer... the green for enamel... magenta means acrylic and gray spirals indicate Martin Senour specialties.

Inside the cans you'll find the traditionally high-quality refinishing products for which Martin Senour is famous. They give a new car look because Martin Senour makes them *specifically* to be used in the shop.

Whatever you need for refinishing—from preparing the surface to perfectly color-matched paints—Martin Senour makes it. Each is the best product of its kind, too, because Martin Senour is the world's leading producer of shop-engineered refinishing products. The complete selection is available exclusively at your local N.A.P.A. jobber.

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HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-202, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

108 ELECTRICAL EQUIPMENT FOR 1960 PASSENGER CARS—New booklet, fully illustrated covers description of units as well as servicing and adjustments of charging circuit, starting circuit and ignition circuit. Also covers D.C. and A.C. Generators. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

112 SOUND SLIDE FILM—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

118 BRAKE SERVICE GUIDE—Complete instructions for inspecting, flushing and bleeding the brake system. Handy trouble check chart. Write for Bulletin HU-411. Wagner Electric Corp., 6362 Plymouth Ave., St. Louis 33, Mo.

119 FILTER SERVICE MANUAL AND SPECIFICATIONS—24 pages contains useful service information on oil, air and fuel filters. Pictures and graphs give oil filter service on all late model cars. Also includes filter specifications for domestic and foreign cars and trucks as well as cross reference charts. Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N.J.

122 TESTING EQUIPMENT CATALOGS—describe the Autorol which is an indoor stationary road test machine featuring an instrument test tower, and loaded rolls for engine testing under road conditions, and the Powerscope, an engine oscilloscope which measures and tests ignition performance in conjunction with the Autorol. Bear Mfg. Co., Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

125 STANDARD DUTY GENERATOR REGULATORS—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

149 TIRE & TUBE REPAIR MATERIALS are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

169 YOUR ANSWER TO VAPOR LOCK—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Filt-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

172 A-1919 FUEL PUMP SHOP MANUAL—Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1961. Eis Automotive Corp., Middletown, Conn.

184 NEW ILLUSTRATED CATALOG of polishing and washing accessories. Includes information on M-19 Polishers, Dust Cloths, Synthetic and Wool Wash Mitts, Domestic and Imported Chamois, Buffing Discs and Bonnetts, B-335 Cutting Pads. Pit-Bar Mfg. Co., 3311 E. 45th St., Los Angeles 58, Calif.

185 PRESCRIPTION FOR BETTER ENGINE OVERHAULS—16 page booklet contains information on how to diagnose a case of excessive oil consumption and how to make the necessary corrections. Perfect Circle Corp., Hagerstown, Ind.

186 FILTER CATALOG—offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., Talmadge Rd., Edison, N. J.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Guages, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

197 BATTERY TESTING PROCEDURE—Fully illustrated booklet gives step by step outline of fast, simple and accurate battery testing procedure. Also gives list of recommended testing equipment to have on hand. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

205 HOW YOUR CAR CAN SAVE YOU MONEY—8 page booklet explains operation and importance of oil, air and gasoline filters. Also includes 7 tips on driving and car care that can save motorist money. Fram Corp., Providence 16, R. I.

206 THE SERVICE STORY ON SHOCK ABSORBERS—handbook points out that one of every four cars on the road is in need of some kind of shock absorber service. It illustrates proper servicing procedures, including importance of periodic inspection of shock absorbers on air suspension cars. It is designed to simplify shock absorber installations. United Motors Service Div., 3044 W. Grand Blvd., Detroit 2, Mich.

207 1957 BRAKE SHOE CATALOG—With illustrations of brake shoes and their proper application, etc—National Brake Block Corp., 37-17 57th St., Woodside 77, N. Y.

211 SERVICE TOOL CATALOG—Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

222 "WHAT PRICE QUALITY"—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine con-

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Help yourself to free literature and more details on any products mentioned in this issue.

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ditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure —one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

228 **ENVELOPE STUFFER**—Describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P.O. Box 584, Camden 1, N. J.

242 **AUTOMOTIVE LINES**—4-page booklet lists all of the Solder Seal chemical tools, giving part numbers, size, case contents, list and dealer prices. Radiator Specialty Co., 1400 W. Independence Blvd., Charlotte 8, N. C.

251 **NEW EATON CAP AND THERMOSTAT CATALOG**—Illustrating and describing Eaton SAFE-CHEK and O.E.M. pressure radiator caps, thermostats, gas caps, oil filler caps, and the new Eaton cap tester and thermostat tester. Also catalog-sheet showing special cap combination offers and new Eaton cap, thermostat and gasket merchandiser display cabinet which acts as an "automatic salesman" and saves time in checking inventory and ordering faster moving items. Eaton Mfg. Co., Stamping Div., Cleveland 10, Ohio.

255 **TOOL CATALOG "X"**—128 pages gives pictures, descriptions and specifications of the complete line of Snap-On Tools and shop equipment, including the latest electrical and electronic engine testing instruments, wheel aligning and balancing equipment, etc. Snap-On Tools Corp., Kenosha, Wis.

261 **SAFETY EQUIPMENT CATALOG**—22 pages describes the full line of directional signals, reflectors, mirrors, flares, flags, fuses, stop and clearance lights, fire extinguishers and other products. Anthes Force Oiler Co., 20th St., and Avenue M, Ft. Madison, Iowa.

262 **OIL FILTER SELLING AIDS**—Wix-O-Matic, the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

263 **"WHAT'S UNDER THE HOOD?"**—24 page illustrated booklet names and locates all the components under the hood of average car. Tells what each is, what it does and what attention the motorist should give it. Written with realization of importance of women as primary buyers of automotive maintenance. Wix Corporation, Gastonia, N. C.

264 **TIRE VALVES, EQUIPMENT AND TOOLS**—Complete jobber catalog describes the entire line; giving numbers, description, packaging and weight of each item. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

265 **TIRE VALVE WALL CHART**—Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.

266 **NEW COMPRESSOR CATALOG**—16 pages includes specifications on two stage and single stage compressors plus specifications on compressor pump and Hi-Pressure Washers. Catalog has several pages on accessory items and a section devoted to helping you choose the correct compressor for you. Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

268 **HI-PRESSURE WASHERS** — 4-page brochure gives specifications, description and uses of the washers offered by Champion Pneumatic Machinery Co., 825 N. Pleasant St., Princeton, Ill.

271 **AUTOMOTIVE CHEMICALS**—4 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.

274 **EQUIPMENT CATALOG** — New 24 page catalog includes Telaliner and Magnetic Gauge units, on and off the car balancers, body frame machines, safety testing equipment, and the tools and gauges for every phase of alignment work. Bear Mfg. Co., Rock Island, Ill.

275 **PISTON RING**—16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P.O. Box 513, St. Louis 66, Mo.

283 **CARBURETOR WALL CHART**—Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

284 **"HOOFBEATS"**—A complete assortment of engineering bulletins covers practically all problems encountered in todays engines, and the proper care and maintenance to prevent or overcome these problems. Mustang Engine Div., 315 International Road, Garland, Texas.

289 **CREME HAND CLEANER** 8 page booklet contains illustrated information on how you can save 75% on clean-up costs and safeguard employees against dermatitis and other painful skin irritations. Includes listing of other cleaning preparations, money-saving dispensers, and convenient brackets. Gojer, Inc., Box 991, Akron, Ohio.

299 **SELLING RING JOBS**—8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.

305 **DUAL-PURPOSE TIRE REPAIR PATCHES**—Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use—patches packed in handy dispenser cartons. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

307 **TIRE REPAIR MATERIALS, AUTO MATS, AND AUTOMOTIVE RUBBER PRODUCTS**—New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative. Monkey Grip Sales Co., P.O. Box 6170, Dallas 22, Texas.

309 **ACILLOSCOPE AND TUNE UP MANUAL**—A new manual explaining operation of AC's new ACilloscope spark plug tester and giving instructions for easy and accurate engine tune-up work. The 44 page manual contains more than 100 illustrations and is divided into five sections for easy reference. Advertising Dept., AC Spark Plug Div., 1300 N. Dort Highway, Flint 2, Mich.

311 **TUNE UP SPECS**—8-page booklet containing latest 1961 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

314 **WAGNER BRAKE PARTS CATALOG** —A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315 **BETTER IGNITION by Delco-Remy** —16-page, 8½x11-inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

319 **BRAKE AND SHOCK CATALOG**—20 page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts, service kits, disc brakes and shock absorbers. Lucas Electrical Services, Inc., 501 W. 42nd St., New York 36, N. Y.

320 **NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT**—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

322 **SKY-RIDE SHOCK ABSORBER MANUAL**—12 pages covering market potential, trouble shooting, engineering, installation, specifications, procedures and merchandising plans of the Thompson Sky-Ridge Shock Absorber. Sales Order Dept., Thompson Products Replacement Div., Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, Ohio.

325 **POWER STEERING REPAIR KIT CATALOG**—Introduces Everhot's new line of KWICKY POWER STEERING REPAIR KITS. KITS contain all the parts necessary for efficient service of all GM, Ford, Chrysler, American Motors and Studebaker-Packard models, 1952 through 1960. Easy-to-follow instructions and exploded illustrations in every KIT. New catalog contains complete alphabetical listings by car make, model and year; listings by KWICKY KIT number; Interchange Data, and Exploded Illustrations. ASK for Catalog PK-260. Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill.

340 **OIL, AIR, FUEL AND WATER FILTERS**—Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

343 **CASE HISTORY REPORT—ENGINE BALANCING**—A special report to fleet operators shows how Burlington Truck Lines, Galesburg, Ill., saved $6000 the first year by balancing driveshafts, crankshafts, and fly-wheels on 2500 units. The report explains how the Bear No. 354 B & RV Balancer increased engine life 25% and reduced engine teardown time 20% for Burlington. Bear Mfg. Co., Industrial Div., Rock Island, Ill.

348 **DIRECT OIL CONVERSION KIT**—Catalog sheet describes kit for postwar 6-cylinder Chevrolets. Kit saves time and builds business. Contains copper tubing and fittings required for rocker arm lubrication of almost any postwar 6 cylinder Chevrolet. Planet Metal Products Corp., 964 Dean St., Brooklyn, N. Y.

349 **FACTS ABOUT FILTERS**—a new booklet designed to help you sell more oil filters and oil. Gives excellent sales arguments to use on customers who want to postpone necessary service till another day. It's easy to read with cartoons emphasizing the many sales and service tips. Purolator Products, Inc., Rahway, N. J.

350 **1961 PISTON RING SPECIFICATION BOOK**—lists Hastings piston ring specifications for all popular cars, trucks, tractors and small bore engines, with numerical cross reference. Hastings Mfg. Co., Hastings, Mich.

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City_____ Zone_____ State_____

HELPFUL BOOKLETS FREE!

351 AUTOMATIC TIRE CHANGING EQUIPMENT—New 12 page color catalog describes and illustrates complete May line of air and electric-powered tire changing machines and accessories. May Bros. Mfg. Co., 21300 Eureka Road, Taylor, Mich.

352 MASKING CHART — A step-by-step photo chart on fast, economical masking of automobile bodies for refinishing. Shows 12 recommended steps for masking. Department M1-13 Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul 6, Minn.

360 SPECIAL SERVICE STATION CATALOG—An 8-page illustrated catalog of John Bean equipment particularly well adapted to the service station and smaller garage operations. Includes wheel alignment, wheel balancing, car washing and headlight aiming equipment Request Catalog L-1714 from John Bean Div., Food Chemical Corp., Lansing Mich.

363 NEW LIFT-A-MATIC WHEEL ALIGNER CATALOG—12-page illustrated catalog gives complete description of the new John Bean Lift-A-Matic Wheel Aligner Rack and its allied tools and accessories. Covers all aspects of the revolutionary new air lift principle that allows the aligner to be installed in an ordinary service bay without the usual long runways and approaches. Request free Catalog L-1742. John Bean Div., Food Machinery & Chemical Corp., Lansing, Mich.

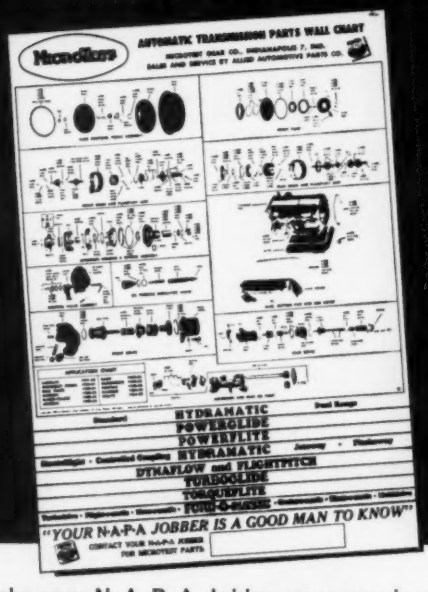
366 BODY-FRAME REPAIR EQUIPMENT CATALOG—16-page catalog describes and illustrates John Bean body and frame repair equipment available. Photos of typical operational set-ups are also included. Catalog L-1623. John Bean Div., Food Machinery & Chemical Corp., Lansing, Mich.

368 SEALANT APPLICATION CHART—Lists 11 products giving specific instructions, such as setting; drying; application use; temperature and resistance. Also the convenient Application Gun and Tip is illustrated. Permatex Co., Inc., 300 Broadway, Huntington Station, Long Island, N.Y.

Get this big 8-page

AUTOMATIC TRANSMISSION PARTS WALL CHART

from your N·A·P·A Jobber



N·A·P·A Assurance of Quality

- Parts & Assembly Illustrations
- Parts Names & Numbers
- Application Charts

Make your N·A·P·A Jobber your supply source for automatic transmission parts, parts kits, and service information

Everything You Need For Automatic Transmission Repairs

MICROTEST®

Sales & Service by Allied Automotive Parts Co.

Indianapolis 7, Indiana

372 HANSON TESTERS—16-page catalog contains helpful information on basic auto testing equipment—serves as guide in selection of testers for tune-up and major overall jobs. Harvey E. Hanson Co., 171 W. Commercial St., Paw Paw, Mich.

381 TAKING THE MYSTERY OUT OF POWER BRAKES—Illustrated booklet tells how to diagnose the trouble and select the proper Power Pak Kit to correct it. The whole story has been told and pictured in this 8 page booklet. United Parts Division, Echlin Mfg. Co., 1250 W. Van Buren St., Chicago 7, Ill.

382 A new, revised, 12-page manual on automotive chassis parts and specialties. This illustrated catalog contains photos of chassis parts and their applications, together with charts and cross-reference part numbers. It is especially helpful in relating specialty items to other parts in making repairs and adjustments to existing parts for low cost repairs. McQuay-Norris Mfg. Co., 2320 Marconi Ave., St. Louis 10, Mo.

383 TIME SAVING ELECTRIC IMPACTOOLS—Price list, complete details on electric Impactools, sockets and accessories, and twelve multipurpose uses where Impactools can save up to 90% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N.J.

384 BRAKE LINING WALL CHART AND IDENTIFICATION MANUAL FOR ALL TRUCKS—Illustrated chart describes the proper procedure on how to measure the worn brake linings as accurately as an engineer. From these measurements you can determine the correct part number by referring to the Brake Linings Identification Manual. Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill.

385 LINED BRAKE SHOE CATALOG SEC. 62—A new 24 page illustrated catalog which lists both alphabetically and numerically all passenger cars and light trucks has been created to make it quick and easy to order the correct exchange of brake shoes. By using Gatke Guide number, you can be sure of getting the right brake shoe exchange with a minimum of time lost. Gatke Corp., 228 N. LaSalle St., Chicago 1, Ill.

410 NEW AIR BRAKE MAINTENANCE BULLETINS—Series of bulletins, each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operations and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

411 FOREIGN CAR COLOR DIRECTORY—shows more than 500 colors used on imported cars. Shows actual color samples and gives mixing formula information for older models. Martin-Senour Co., 2500 S. Senour Ave., Chicago, Ill.



NEW PRODUCTS AND CATALOGS

700—Torque Wrench

One operator need apply only 120 lbs. of pressure to "S600" high-capacity torque wrench introduced by the P. A. Sturtevant Co., Addison, Ill., reportedly to obtain 600 ft. lbs. of torque—60 lbs. of pressure to exert 300 ft. lbs. of torque.

To make it easier for operator to apply torque of the desired amount, a



sensory signaling device sounds a tone and imparts a pulse to operator's hand when the desired pre-set torque is reached. Unit has the visual scale for "proof reading" the accuracy at any time. Instrument weighs less than 17 lbs., has a quick-disconnect center section which allows easy shipping or storage and comes with a standard ¾" male drive square. Other adapter ends are available, such as box or ratchet accessories.

Want more info? Use coupon on page 137 and you will get it!

701—Current Indicator

No connections are necessary to use a starter current indicator introduced by C. E. Niehoff & Co., 4925 West Lawrence Ave., Chicago 30, Ill., which indicates the approximate current drawn by the starting motor.

Unit is merely held over the starter cable while the motor is cranking. Excessive draw indicates worn bushings, dragging armature, bent shafts, etc., it was claimed. Indicator comes complete with chart showing normal starter draw for all cars.

Want more info? Use coupon on page 137 and you will get it!

702—Polarity Protector

A polarity protector which installs on any make of battery charger, announced by Quick Charge, division of Little Giant Corp., 3810 N. Tulsa., P.O. Box 7353 Oklahoma City 12, Okla., is housed in a compact 6" x 6" x 6" case and operates automatically for either 6- or 12-volt charging, reportedly giving positive protection against reverse charging on alternator-equipped cars.

Want more info? Use coupon on page 137 and you will get it!

703—Radiator Cap Tester

Designed for in-store use by customers, a "do-it-yourself" pressure radiator cap tester announced by E. Edelmann & Co., 2332 West Logan Blvd., Chicago 47, Ill., allows comparison of new cap with damaged one, showing clearly and simply whether customers' caps are still functioning properly.

Tester measures 17" high, 10" wide and 14" deep and requires less than one square foot of floor or counter space. Unit is of all-metal construction and can be used in lubrication bay, island or service parts area, the manufacturer said. Instructions printed on tester panel are said to be easy to follow. Clear dial indicator shows correct pressure, giving the visual evidence of malfunctions.

Want more info? Use coupon on page 137 and you will get it!

A COMPLETE LINE OF TIRE GAUGES by ACME

ALL WITH NYLON BARS



PENCIL TYPE SERIES

No. 509 ILLUSTRATED

Calibrated 5 to 50 lbs. in 1 lb. units

SERVICE TYPE SERIES

No. 540 ILLUSTRATED

Calibrated 10 to 120 lbs. in 2 lb. units

AIRLINE TYPE SERIES

No. 1200 ILLUSTRATED

Calibrated 10 to 120 lbs. in 2 lb. units

WRITE TODAY FOR OUR COMPLETE CATALOG

ACME for Accuracy SINCE 1915

ACME AIR APPLIANCE Co., Inc.

205 NEWMAN STREET • HACKENSACK, N. J.

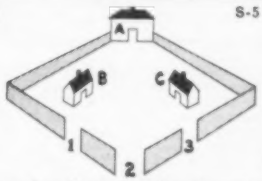


HOW GOOD ARE YOU?

S-5

Can you draw 3 paths...
- FROM HOUSE A TO GATE 2
- FROM HOUSE B TO GATE 3
- FROM HOUSE C TO GATE 1

...with none of the 3 paths touching or crossing each other?



Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

709—Truck Mirrors

Five truck mirrors announced by the Automotive Division of R. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N. Y., include one aluminum West Coast, one tilt cab and three junior West Coast mirrors.

"No. 78-AL" West Coast mirror features a 6" by 16" hexagon embossed anodized aluminum head with replaceable front surface glass which reportedly allows distortion-free, perfect-image viewing and will not crack, peel or chip. Aluminum steel reinforced arms extend 19" to 29" and unit includes all mounting hardware and GMC brackets. Tilt cab model also features replaceable front surface glass, mounts on all cabs 76" or wider and includes all hardware. Two of the junior West Coast models are an addition to the company's "Tip N'Tilt" line, which permits full swingaway, is fully adjustable without tools and includes all mounting hardware and brackets.

Want more info? Use coupon on page 137 and you will get it!

710—Engine Cleaner

Removal of grease and grime from an engine reportedly is accomplished quickly, easily and economically with "No. 7" engine cleaner and degreaser announced by E. I. du Pont de Nemours & Co., Wilmington, Del., which, when used with a new tool—the hydro-gun—will enable a service station operator to do a complete engine cleaning job in less than 20 minutes.

A venturi (or aspirator) connection on the hydro-gun enables quick and thorough application of the diluted cleaner. Drawn from its container through a plastic hose attached to this connection, the solution is sprayed onto the greasy surface when an air valve is turned on. While operator is allowing time for the cleaner to blend with the grease and grime, he replaces the plastic tube with a water hose. The gun then provides a forceful stream of water, aided by blasts of air, if necessary, to remove the emulsified mixture of grease and cleaner. In addition to 1-gallon and 5-gallon cans for use at service stations and garages, 16-oz. aerosol containers are available for cleaning lawn mowers, removing grease spots from garage floors.

Want more info? Use coupon on page 137 and you will get it!

711—Tester

Designed for use on passenger cars and light trucks, a regulator-generator tester announced by United Motors Service, Division of General Motors, General Motors Building, Detroit 2, Mich., checks both 6- and 12-volt systems and contains a built-in ¼-ohm resistor.

Accurate meters capable of a 400% overload include a voltmeter with two



ranges, 5-9 and 10-18 volts DC, and an ammeter which measures 0-50 amps DC. Tester is compact, simple to use and comes complete with carrying handle and heavy-duty leads. It is warranted for one year to be free of defects in material and workmanship.

Want more info? Use coupon on page 137 and you will get it!

712—Heavy-Duty Bulbs

A line of heavy-duty automotive bulbs and headlamps announced by Lamp Division of Westinghouse Electric Corp., Bloomfield, N. J., is engineered to meet requirements of trucks, emergency vehicles, off-highway and farm equipment, buses and passenger cars.

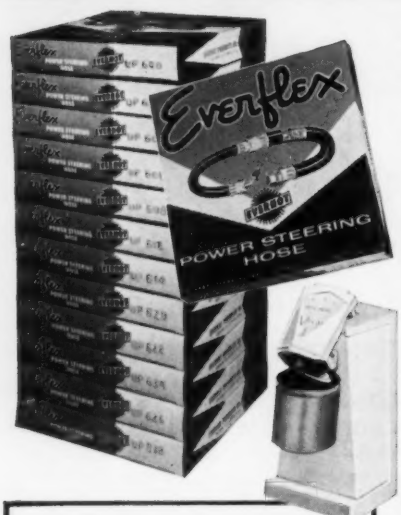
Designed to provide longer, trouble-free service life under abnormal conditions of shock and vibration, the headlamps are made with a heavy-duty construction which employs a ceramic collar and long-life filaments. Improvements in miniature automotive bulbs include double support filament construction, twin low-voltage filaments in series.

Want more info? Use coupon on page 137 and you will get it!

(More New Products on page 146)

GET HOT
WITH
EVERHOT'S
BAKER'S
DOZEN BONUS DEAL!





Everflex UNIVERSAL Power Steering Hoses are engineered so that a single hose fits several models of cars and trucks. 80 original equipment-type hoses would be needed to give the same coverage that the Baker's Dozen Assortment provides . . and would cost you four times as much!

Now you can get into the big power steering hose replacement market—with *little investment and little space*—with Everhot's big BONUS DEAL! In one complete package, you get . . .

12 fast-moving Everflex UNIVERSAL Power Steering Pressure hoses that will replace 65 original equipment-type hoses!

BONUS! 1 additional UNIVERSAL Hose, which covers 15 popular hoses!

BONUS! 1 Valor Automatic Electric Can Opener made by Roto-Broil. A $24.95 value!

1 window-size banner telling motorists that you sell and service Power Steering Hoses!

You'll get all this at a saving of $24.90! You'll make $48.55 in profits when you sell the hoses! You'll enjoy the bonus of your Automatic Electric Can Opener!

Don't wait! Call your Everhot Jobber today for full details, or write to:

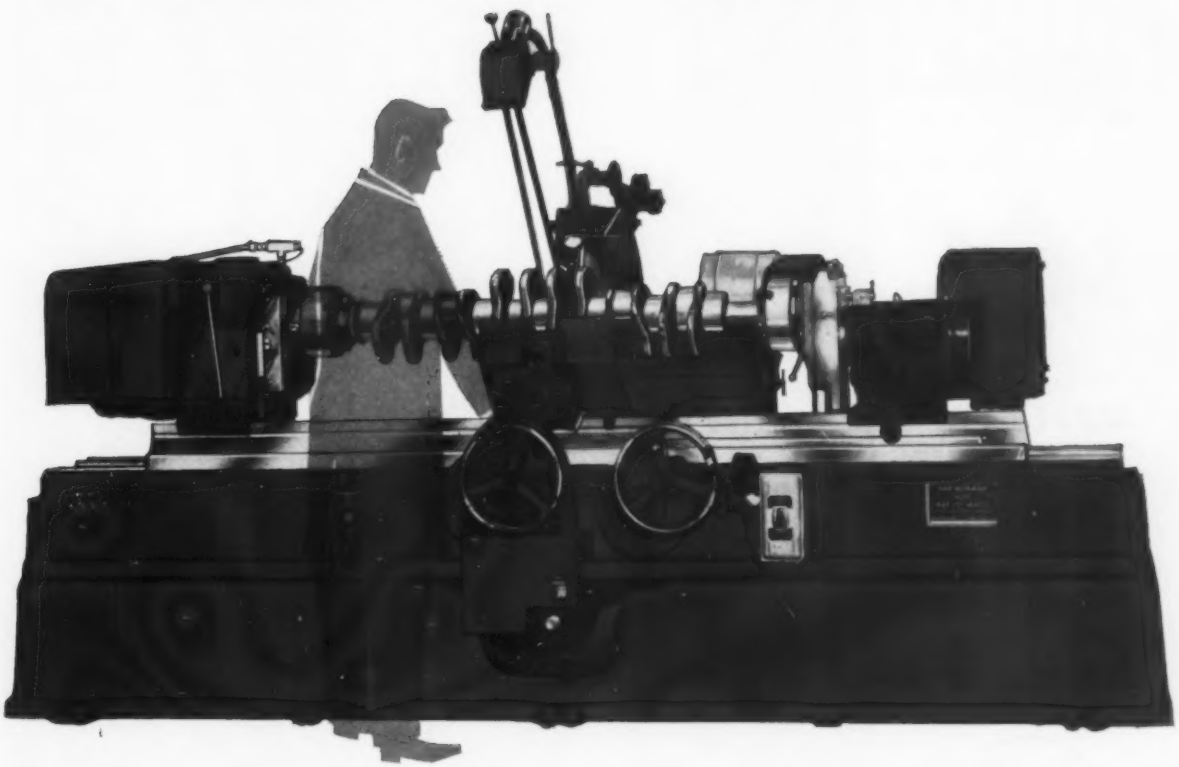
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2001 W. Carroll Ave. • Chicago 12, Illinois

EVERHOT

Bigger... Faster... More Rugged
to bring you EXTRA PROFIT

NEW

Van Norman 439 Heavy Duty RAP-O-MATIC CRANKSHAFT GRINDER



Entirely new . . . a rugged, fast, and precision production-type machine for every shop.

Headstock and tailstock have outboard counterweights built in for faster-than-ever change-over from main to rod journals. Two-inch travel of tailstock is controlled by lever. Over-all set-up time is cut in half.

More journals assure more profit, thanks to features like these:

- New Vari-Drive Work Head—quick selection of proper work speeds. No belt to change.
- Combination 360° and Cross Slide Offset Heads—grind with chucks or centers. Length of shaft between centers 66″; between chucks 60″; stroke 7″.
- Rapid power wheel head retraction, in-feed and table traverse.
- Dial-O-Matic Steady Rest—built-in indicator locates journals quickly, reduces set-up time.
- Built to last. Massive cast iron base. Superprecision bearings assure reduced maintenance costs. Bijur one-shot lubrication to table and wheel head ways.
- Removable coolant tank.

Get in touch with Van Norman now for full details.

QUALITY IS THE REASON—IT PAYS TO VAN NORMANIZE

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Springfield 7, Massachusetts
A DIVISION OF VAN NORMAN INDUSTRIES, INC.

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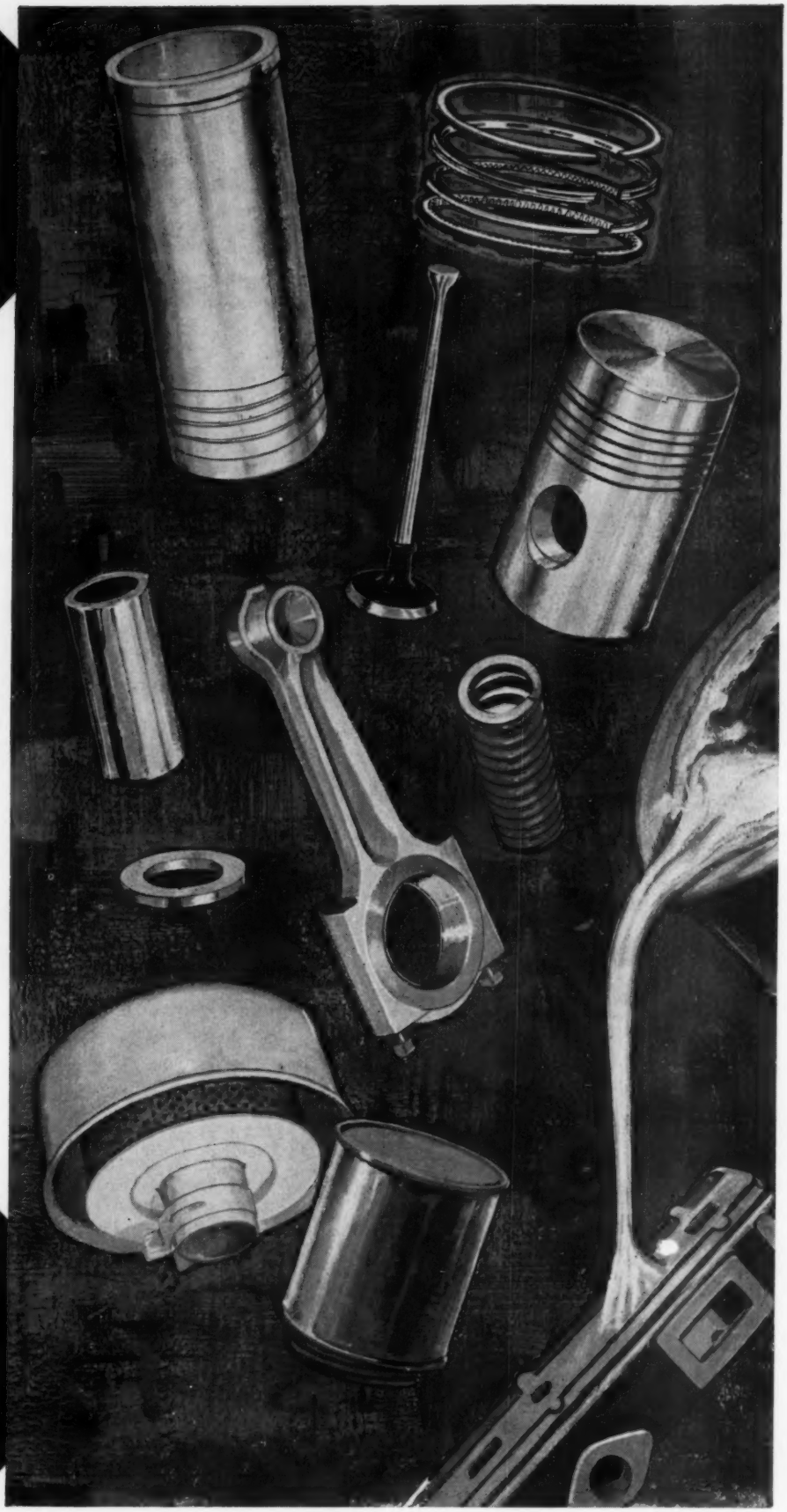
Pedrick

SUPERIOR

WHITE
MACHINE WORKS

BURD
GRAF FLOX

GE



GN

Nation's largest manufacturer of heavy-duty and specialized engine parts—

NEW GOULD-NATIONAL ENGINE PARTS DIVISION

In creating its new Engine Parts Division, Gould-National combined under one corporate roof the brands, products, services and facilities of these wholly-owned subsidiaries:

Wilkening Manufacturing Co., Philadelphia, manufacturers of Pedrick® piston rings and castings.

White Machine Works, Eau Claire, Wisconsin, manufacturers of Superior-Arrowhead cylinder sleeves, sleeve assemblies, pistons, piston pins, Burd piston rings, valves and valve train parts, foreign car engine parts and filters.

Gillett & Eaton, Lake City, Minnesota, piston and casting specialists of cast iron, aluminum alloy, Vanasil® aluminum alloy pistons and specialized engine parts.

Arrow Head Steel Products, Howell, Michigan, manufacturers of aluminum pistons, connecting rods and other castings.

Now, Gould-National, the nation's largest producer of automotive replacement batteries, is also the nation's largest basic manufacturer of heavy-duty and specialized engine parts. The Division is the largest one stop source for the most complete line of engine parts available from one manufacturer. It is the only engine parts manufacturer with both iron and aluminum casting and machining facilities.

By utilizing the efforts of one combined sales force, the customer will benefit from greater sales-service efficiency, more concentrated field coverage.

Product improvement will result from the formation of a special team in the Gould-National Engineering and Research staff. It is the Gould-National way of assuring continuing top quality and improved product performance.

New engineering developments, manufacturing and production techniques from all areas within the Division will benefit all customers, no matter what the product may be.

This is the Gould-National Engine Parts Division—the nation's newest parts manufacturing group with over two centuries of combined experience.

Need heavy-duty engine parts? Automotive engine parts? Foreign car engine parts? Parts for such specialized applications as air and refrigeration compressors? Need complete and modern facilities for aluminum and iron castings? If your specifications call for the best of these, if you need them fast and need them right . . . turn to . . .

Superior-Arrowhead and Burd are trademarks of Gould-National Batteries, Inc.

GN

ENGINE PARTS DIVISION
GOULD-NATIONAL BATTERIES, INC.
St. Paul 1, Minnesota

New Products

(Continued from page 142)

704—Current Indicator

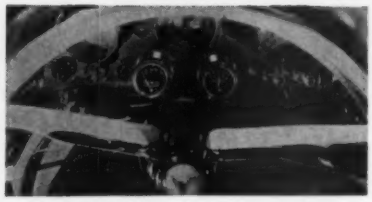
A generator current indicator introduced by C. E. Niehoff & Co., 4925 West Lawrence Ave., Chicago 30, Ill., is an induction-type meter that indicates approximate generator output, current limiter setting and locates shorts in switches and accessories. Instructions are included.

Want more info? Use coupon on page 137 and you will get it!

705—Oil, Battery Gauges

To prevent dangerous oil pressure and low battery conditions, a line of panel- or steering-column-mounted gauges introduced by O.E.M. Products Co., 5296 Northwest Highway, Chicago 30, Ill., is said to give true pressure, temperature and ampere readings.

A dual-gauge set ("No. 1-3771") combines both ammeter and oil pressure gauge in a single under-the-dash mounting frame. Models are either illuminated or not. Oil pressure is measured from 0 to 80 lbs., ammeter is set for 60-0-60 amperes. A 30-0-30 single gauge ammeter is also available. Available for both 6- and 12-volt systems, kits are sealed against rust, dust



and moisture. Bold numerals and clearly marked calibrations make 2" diameter dials easy to read.

Want more info? Use coupon on page 137 and you will get it!

706—Power Steering Catalog

For over 13,000,000 automobiles in operation having power steering and approximately 55% of present production to be equipped with these units, a complete, easy-reference power steering catalog announced by McCord Corp., East Grand Blvd., at Riopelle, Detroit 11, Mich., supplies specifications on overhaul sets, factory duplicate sets, individual parts and hose assemblies for each different component of power steering systems and covers General Motors, Chrysler and Ford passenger vehicles from 1952 through 1961. All vehicles are shown in alphabetical order with applicable sets, individual parts and return and pressure hose assemblies listed below.

Want more info? Use coupon on page 137 and you will get it!

707—Transistor Converter

Noise-free, hi-fidelity advantages of FM reception on AM car radios reportedly may be obtained with an all-transistor FM converter announced by Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston, Mass., said to be capable of changing over any 12-volt radio with negative ground polarity so that it can receive FM.

Converter features 6 lifetime transistors, 5 diodes and a 3-gain tuning condenser. It derives its power from the automobile batteries and has a low battery drain, it was claimed. Requiring no special antenna under average reception conditions, the device is separately mounted under the dashboard of the car in a simple and fast installation. The outside antenna of the AM radio is connected to the converter and a lead from the converter attached to the antenna receptacle of the radio. The converter is operated through 2 external controls—a function selector which contains 2 positions, FM and AM, and a tuning control for the standard 88 to 108 megacycles on the FM band.

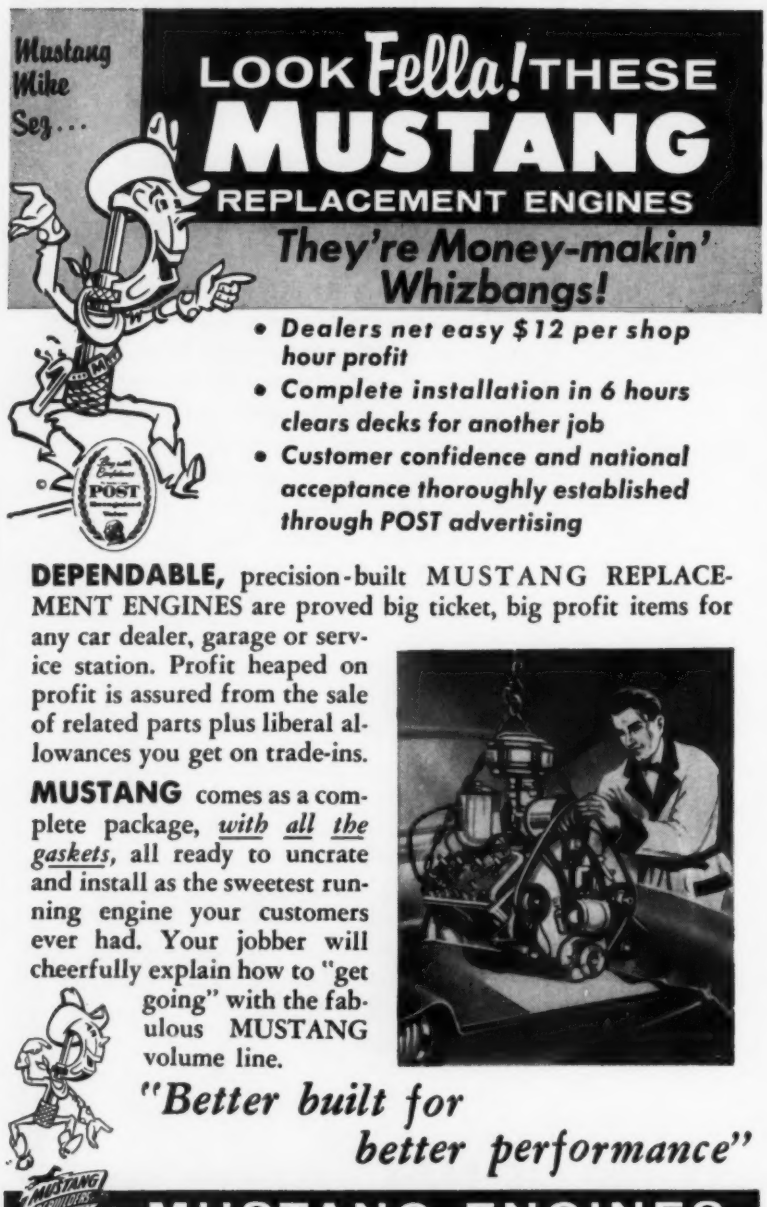
Want more info? Use coupon on page 137 and you will get it!

708—Fire Extinguisher

"Oneshot" fire extinguisher announced by Spray Products Corp., P. O. Box 1988, Camden 1, N. J., is nonpoisonous and contains no carbon tetrachloride.

Recommended for use in the car, truck, garage and boat, as well as in the home and place of business, unit is said to be particularly effective on oil, grease, gasoline and electrical fires.

Want more info? Use coupon on page 137 and you will get it!



713—Hose Kit

Containing flexible stock hose and reusable clamp-type fittings, "No. 800 Line-Maker" kit introduced by E. Edelman & Co., 2332 West Logan Blvd., Chicago 47, Ill., reportedly enables service mechanics to duplicate practically every flexible line installation for early- and late-model cars and trucks.

Kit contains a 25′ coil of 5/16″ I.D. flexible line hose, an assortment of 30



clamp-type brass fittings and hose clamps, plus 20 extra clamps. Seven sizes and types of fittings are included, each with its own "Quik-Tite" clamp attached to the fitting with an identifying label. A handy chart gives complete application information as to fittings required and hose length.

Want more info? Use coupon on page 137 and you will get it!

714—Oil Seal

The problem of oil leaking past worn rear wheel grease retainer seals on cars and trucks reportedly may be corrected with an oil seal introduced by Accurate Products, Inc., 135 North Spring St., Indianapolis, Ind., which can be installed without removing the rear wheel bearings.

Seals are radiused, cup-shaped discs which contain a rubber "O" ring that is pressed against the inner shoulder of the seal. When unit slides up over the rear axles to fit against the outer wheel bearings, the "O" ring seals off the clearances between the axle shafts and the bearing races and thus prevents oil from leaking out into the brake drums, the manufacturer said. Assortment "No. 6810-A" contains 20 pairs of rear wheel oil seals which are adaptable to most late-model automobiles.

Want more info? Use coupon on page 137 and you will get it!

715—Rivets, Pliers

Used to replace spot welding or sheet metal screws as a means of fastening body components, "POP" rivets (and rivet pliers) announced by Schofield Mfg. Co., 1140 E. 222nd St., Cleveland 17, O., are said to save 50% of the time required for those methods.

Want more info? Use coupon on page 137 and you will get it!

716—Tool Catalog

A pocket-size, 32-page catalog announced by K-D Mfg. Co., Lancaster, Pa., includes over 132 tools for automotive service work, including sections on valve, engine, brake and wheel, body cooling and ignition. Catalog is fully illustrated.

Want more info? Use coupon on page 137 and you will get it!

717—Polish Accessory

For cleaning, drying and polishing automobiles, counters, windows, etc., "Super-Cham" polishing cloth announced by The Renlim Co., P.O. Box 143, Babson Park, Fla., reportedly remains soft and pliable when dry, is pleasant to use (not slimy) when wet, and is usable with detergents and cleansing powders.

Accessory sheds dirt quickly and easily, it was claimed, even when used on greasy or gritty surfaces. It is absorbent and improves with use. Multipurpose, it may be used for cleaning, then rinsed and used for polishing.

Want more info? Use coupon on page 137 and you will get it!

718—Knurling Kit

To stop oil consumption due to valve guide wear and assure positive valve-to-seat mating, a knurling kit has been announced by Hastings Mfg. Co., Hanover St., Hastings, Mich., for resizing the inside diameter of valve guides.

Kit consists of an assortment of resizing arbors and reamers for handling most makes and sizes of valve guides with wear up to .010″. It eliminates removal of valve guides from the cylinder head and reduces valve guide inventory. Speed reducer, cleaning brushes and cutting oil are included in the kit.

Want more info? Use coupon on page 137 and you will get it!

NATIONAL BRAKE BLOCK

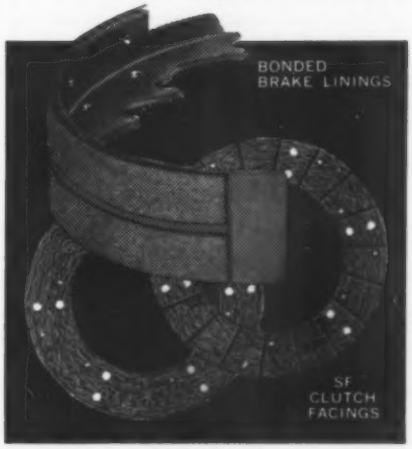
WORKS THREE WAYS to increase your Brake Shoe Exchange Sales

1 Top quality linings that build repeat sales and market recognition.

2 Hard hitting merchandising and advertising support to advance your volume and market position.

3 A realistic price structure that adds to your profits and helps you maintain a high volume level.

Brake lining sales go up when you offer National — the premium lining at a popular price. For complete information on National's Brake Shoe Exchange Program, and on how you can build your brake service business, contact us today.



SINCE 1919

NATIONAL BRAKE BLOCK CORPORATION

37-17 57th STREET, WOODSIDE 77, N. Y. • TWining 8-5500

719—Polisher Kit

"Model K-1560M" automobile and household polisher kit announced by Portable Electric Tools, Inc., 1200 E. State St., Geneva, Ill., reportedly is designed for fast polishing of cars without burning the lacquer, enamel or acrylic finishes.

Weighing under 3½ lbs., polisher has a 3-ampere motor which provides power required for hard buffing, it was claimed, while a ball thrust bearing permits application of high pressure to weathered surfaces. Operating speed is 1,200rpm under load. Included are a 6½"-diameter lambswool polishing bonnet and a 5½"-diameter flexible rubber pad. An auxiliary handle also is included for easy, two-handed guidance.



Want more info? Use coupon on page 137 and you will get it!

720—Tire Inflater

"Redi-Spare," a puncture-sealing, tire-inflating aerosol product announced by Consolidated Aero-Tech Corp., 220 East 23rd St., New York 10, N. Y., reportedly repairs tires "in 2 minutes from flat to go."

Product practically eliminates danger of changing a flat on the road or in one's garage, according to the company. After container is connected to tire valve, liquid butyl latex compound, pressure-packed, instantly acts to seek and seal a puncture or slow leak in valve or tread. At the same time tire is inflated for immediate use. "Redi-Spare" is equally effective for tube or tubeless tires, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

721—Appearance Guide

To assist dealers to sharpen up the appearance of their used cars for quicker sales, an illustrated methods guide published by Oakite Products, Inc., 152F Rector St., New York 6, N. Y., outlines a simple "4-step beauty treatment to make any car look miles younger," citing methods for making used cars "look younger under the hood" and "look cared-for inside." Also described are ways to make "whitewalls gleam" and "the body shine."

Want more info? Use coupon on page 137 and you will get it!

722—Truck Mirrors

Available for all standard truck makes and models, as well as Volkswagen, Ford "Econoline," Chevrolet "Corvan" and Jeep "FC," custom-designed mirrors introduced by Arrow Safety Device Co., Georgetown, Del., feature 3-way adjustment—full 360° swing, up-and-down and in-and-out vertical.

Heavy-duty construction throughout is featured along with a ¼", de luxe plate-glass vision area with a stainless steel mirror backing. Plated models offer a stainless steel mirror head and chrome-plated arms and brackets, while painted models have hammertone gray mirrorheads and cadmium-plated arms and bracket assemblies. All models have approximately 50 square inches of glass area with an over-all assembly height adjustable from just below 16¼" to almost 22¾".

Want more info? Use coupon on page 137 and you will get it!

723—Brake Shoe Assortment

Containing 134 parts, "A-26" brake shoe hold-down assortment introduced by Lee Mfg. Co., 1527 26th St., Santa Monica, Calif., with the "A-25" assortment, reportedly provides maximum coverage of all late-model cars, including compacts.

Want more info? Use coupon on page 137 and you will get it!



MOOG Hollow-Rubber Helper Spring

ADJUSTS AUTOMATICALLY to any load . . . a true progressive-type spring that insures maximum stability, safety and comfort.

WON'T BOTTOM under extreme overloads.

DOESN'T RAISE REAR END or interfere with normal ride when unloaded.

NOT AN AIR BAG, spacer or any other gadget, but a completely new concept in overload design.

RIDES QUIET . . . needs no lubrication.

PROVEN IN USE, thoroughly tested and backed by over 40 years of MOOG spring-suspension leadership.

LONG LIFE because it's made of natural live rubber.

QUICKLY INSTALLED with a single wrench.

COSTS LESS than ordinary overload springs . . . yet you get full mark-up!

JUST 12 NUMBERS cover most passenger cars, station wagons and light trucks.

MOOG MEANS MORE UNDER-CAR BUSINESS!

724—Frame Straightener



For correcting major damage to unit bodies in one simple hookup, the "Padgett" portable puller introduced by O'Neal Steel Products Co., 745 North 41st St., Birmingham, Ala., reportedly also works well in straightening conventional frame bodies.

Weighing 400 lbs., straightener is made of rolled steel section and uses mechanical power. In one operation, with one hookup, in one-third to one-fourth the time usually required, it was claimed, the machine will stretch out the compressed rocker panel, square roof and windshield and swing back-end to centerline, closing gap between quarter panel and rear door. It reportedly makes work quicker and easier with no extra equipment to buy.

Want more info? Use coupon on page 137 and you will get it!

725—Brake Cables

Parking brake cables for passenger cars, compact cars and trucks announced by Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo., are made to car manufacturers' specifications and have polyethylene enclosure housings for rattle-proof operation.

Copper-plated, rustproof fittings are prelubricated for long life and are tested at 1,500 lbs. stretch.

Want more info? Use coupon on page 137 and you will get it!

726—Tire Valve Catalog

Fully detailing components and equipment specifications on tire valves, cores, caps, tire inflating accessories, tools and repair materials for tube and tubeless tires, a 32-page catalog published by A. Schrader's Son, Division of Scovill Mfg. Co., Inc., 470 Vanderbilt Ave., Brooklyn 38, N. Y., outlines also a 3-step tire service program to produce increased business.

Want more info? Use coupon on page 137 and you will get it!

727—Bucking Bags

Solution to some complex body shop problems reportedly may be found in "Buk Bags" announced by American Gage & Mfg. Co., 125 Bayard St., Dayton 1, O., which are made of heavyweight canvas, double-stitched and filled with processed ballast and designed to help the body man apply pressure where he wants it.

Tested to withstand 12 tons of pressure at any angle, bags can be used as buckers for power jacks in the absence of a frame or frame bolt, to push superstructure on unitized bodies or as a roughing out dolly. They conform to any body configuration or blunt obstruction. Pressure at any angle is distributed when pushing and slippage is prevented. "Buk Bags" come in 2 sizes—size A weighing 6 lbs. and size B weighing 3 lbs.

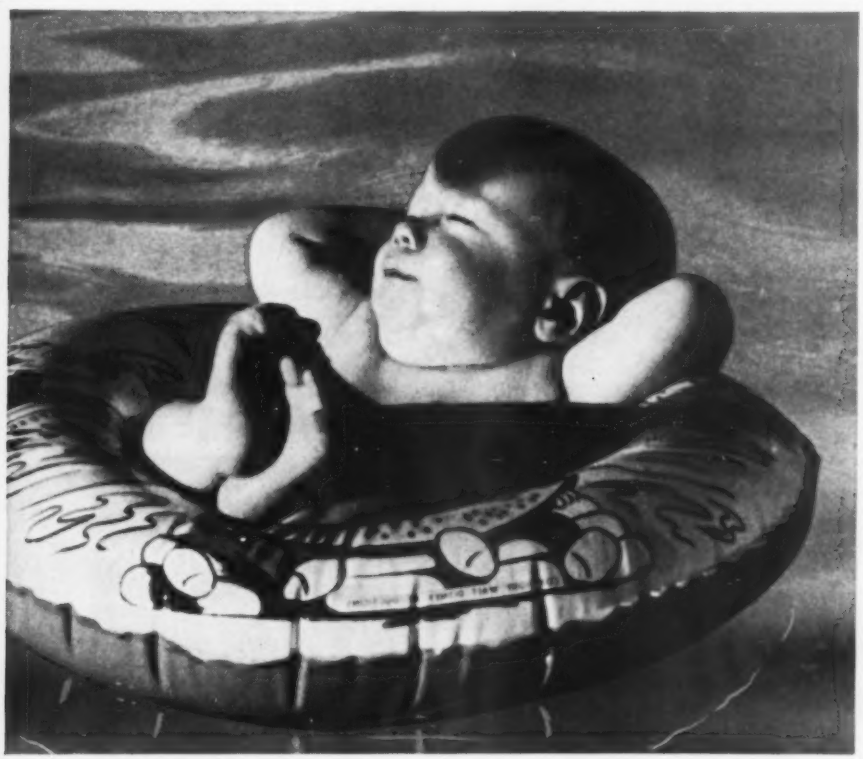
Want more info? Use coupon on page 137 and you will get it!

728—Muffler

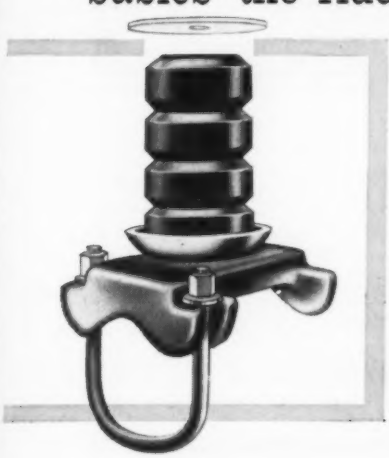
"Hi-Performance" muffler of the straight-through "glass pack" type introduced by Walker Mfg. Co., 1201 Michigan Blvd., Racine, Wis., features shell, heads and connections integrally formed from a continuous tube of heavy gauge steel.

Entire muffler body from end to end is designed to resist damage from road shock, vibration and internal explosion, according to the manufacturer. Both the center tube and the sound-absorbent glass fiber material are inserted into the tube before forming the shell to provide a "free-breathing," straight-through design reportedly for reducing engine back pressure to a minimum consistent with acceptable sound control for improved engine performance and maximum gasoline economy.

Want more info? Use coupon on page 137 and you will get it!



"babies" the ride...loaded or unloaded



For the ride of your life, try a set on your own car or truck! Discover what this revolutionary new concept in overload design means to riding comfort and safety. Order a trial stock with attention-getting 3-dimensional wall and counter display from your MOOG jobber or distributor. Or write for free catalog to MOOG INDUSTRIES, Inc., 6565 Wells Ave., St. Louis 33, Mo.

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If you or your customers are not completely satisfied that this amazing new spring is everything we say it is, MOOG INDUSTRIES, Inc. will refund your purchase price.

TIME SAVERS



Devising Home-Made Panel Cutting Tool

HOME-MADE panel cutting tool shown here has helped me many times and is simply a power hacksaw blade broken in half with one end taped to make it easy to handle and the other end ground as illustrated.

A small hole can be drilled in the panel to help start the cut. Tool will not stretch the metal as a cutting torch or regular metal chisel will. It will cut out just enough metal to make a weld without buckling the metal. It will work where any panel cutting tool will work and will follow any desired line—straight or curved.—*William Horrell, 824 Evelyn Avenue, Louisville, Kentucky.*

Removing Axle Bearing On Ford and GM Cars

TO REMOVE rear axle bearing on Ford and General Motors cars with the same kind of axle bearing reverse drum, start all lug nuts two rounds each. This will act as a slide hammer and will pull 95% of all axle bearings.

This procedure will work also on Chrysler-product cars in just a few



GOT A GOOD $10 IDEA?

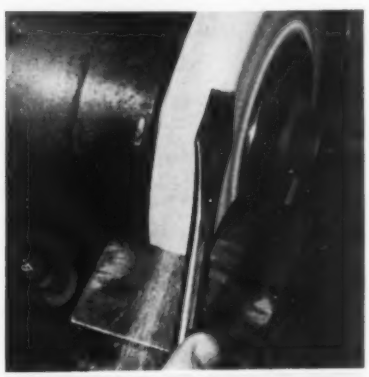
will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 1760 Peachtree Road, N.W., Atlanta 9, Ga. Rejections cannot be returned unless postage is sent.

seconds if key is removed and drum slipped back on before starting nut. —*Werner F. Ottmers, Ottmers Auto Service, 4602 Rigsby, San Antonio, Texas.*

Grinding Screwdriver To Keep in Slot

A CONCAVE grind improves a screwdriver.

Grind the two faces of the blade slightly concave, rather than flat, to prevent it from slipping out of a screw slot. The job can be done in just a minute or two by holding the blade against the radiused edge of a grinding wheel as shown.—*H. J. Gerber, 1604 West 8th, Stillwater, Oklahoma.*





Assembling Fan Easily To Water Pump Shaft

WHEN assembling fan pulley, spacer and fan blades to a water pump shaft (with radiator in place), it is quite a feat to keep all pieces in line while the bolts are started in the water pump hub, since the pulley especially seems to want to roll to any position except one where the bolts can be started.

Here is an easy way out of this trouble: place pulley on shaft and start a couple of bolts through it. Then, before placing the other parts on the shaft, place belt over all pulleys and adjust it to proper tension. Remove bolts and place the other parts on the shaft. The belt tension will keep the holes in pulley in alignment while bolts are started through fan blades, spacer and pulley.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

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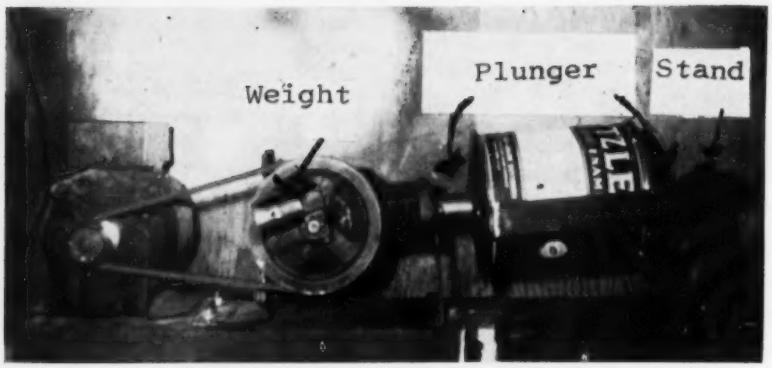
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ON EVERY CAR EVERY YEAR . . . AT INDIANAPOLIS



Making Paint Shaker From Old Parts

AN OLD refrigerator compressor and motor (piston type) and a Pontiac-8 head are the main parts of a cheap, easy-to-make paint shaker we made and use in our shop.

Compressor is mounted almost 90° to the head. With head off compressor, piston is drilled and tapped ⅜ NC. The plunger is mounted to the piston through a 2"-long bushing and is supported at the other end by a bushing mounted on a stand to the Pontiac head.

By changing weights on the compressor pulley, pints, quarts and gallons can be mixed. By experimenting with different weights, little or no vibration is felt. We poured lead weights out of wheel weights. —*James M. Hull, R. R. 4, Springdale, Arkansas.*

Making Jack to Handle Heavy Equipment

THESE shop-built, three-legged jacks are time- and labor-savers for handling heavy and lengthy truck and farm equipment components for welding or fabricating.

Made with hollow square-steel legs within which slide the lifting members, jack has legs which adjust



for height by turning the nut on the threaded center support rod. Adjusting is easy, since handles are welded to the nut, which, in turn, is welded to the top of a flat washer. Threaded portion of the center rod moves inside a nipple welded to the bottom crossbar bracer.—*Harry J. Miller, 991 Forty-Second Street, Sarasota, Florida.*

How about your own ideas? These men received ten bucks. Could you use the money also?

Pilot

Each item is tailored for SIMPLICITY

SIMPLE to handle
SIMPLE to sell
SIMPLE to use

Customers simply re-order automatically!





SIMPLE!
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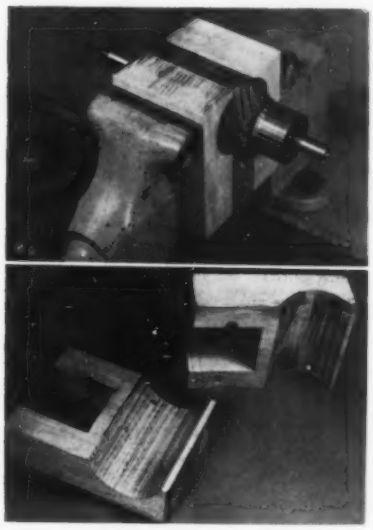
Also remember—Pilot offers a complete line of Univeral Joints and Repair Kits.

MOTIVE EQUIPMENT MANUFACTURERS, INC.
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To Hold Armature Without Damage

WHEN it is necessary to hold a generator or starter armature in a vise (to undercut mica or other work), these wood vise blocks will give a positive grip without damaging the work.

Blocks may be bandsawed to shape in just a few minutes. I made mine



from a couple of scraps of hard maple. The openings on the bottom side of blocks are to straddle them over the vise beam to prevent them from falling out of place.—*H. J. Gerber, 1604 W. 8th, Stillwater, Oklahoma.*

Using Improvised Fan To Cool Engines

AN OLD room dehumidifier stripped of everything but the frame and fan has been put to practical use in our shop.

It is especially useful when repairing car air conditioners. Turn it on the unit to keep head pressure down while setting the adjustments. Also stand it in front of a motor which must be kept running while making adjustments to prevent motor from heating up, even if it is necessary to run fan for a considerable time.—*George Rab, Fred Dickey Tune-up Service, Laredo, Texas.*



Rebuilder Quits Memphis

Pure Automotive Products, Inc., has moved from Memphis, Tenn., to Como, Miss., "for economic reasons," President William Pure, Jr., announced. The firm will rebuild automotive parts for the Southeastern market, including starters, generators, carburetors, brake shoes, water pumps and clutches. It was scheduled to begin operations in Como on Sept. 5 with 60 employes, 15 of whom were employed with the company in Memphis.

D. L. Hendry Dies in Kentucky

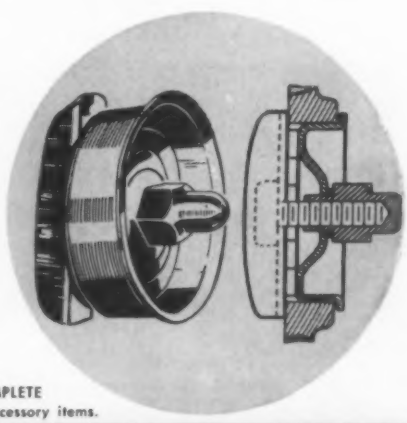
Donald Lucas Hendry, 60, owner of Hendry Motor Co., Lawrenceburg, Ky., died in Lexington last month following a lengthy illness. A native of Louisville, Hendry moved to Lawrenceburg in 1948 after 26 years with the Ford Motor Co., resigning as controller of Ford's Louisville plant that year.

REPLACE
Leaking Core Hole Plugs
IN MINUTES
INSTEAD OF
HOURS

HOUSER
NEW CUP-TYPE
"ANCHOR SEAL"
CORE HOLE PLUGS
give complete protection -- prevent blowouts and leaking!

EASILY INSTALLED —
NO SPECIAL TOOLS NEEDED

Even in hard-to-reach holes, there's no need to remove starter, generator, etc. A socket wrench is the only tool you need. Just slip the patented Anchor Seal Plug into the core hole. Tightening the nut starts the tapered cup into the hole, compresses the neoprene seal to approximately 1/32" thick for positive, leakproof fit. Soft copper washers prevent leakage around anchor stud. Yet removal is easy when necessary to clean water jacket.



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Garagemen and Leadership

ORGANIZATION is the natural law of survival. IGOA is the product of this Age of Organization in which we live, where we can best enjoy the fruits of free enterprise and independence by recognizing our interdependent relationship: individual to individual, industry segment to industry segment, and so on.

By RALPH H. JAMES
Executive Director
Independent Garage Owners of America

An organized group must have direction, or leadership. Leadership is not selfish, for it is not limited to one's activity and daily needs. When you go into all phases of life and take an active part in local civic affairs for the purpose of helping to make this a better place in which to live, then we receive the compensations of leadership. The rewards are true friendship of your fellowmen and a warm feeling inside you, the full realization of a job well done.

It has been said that in every field of endeavor, he that is first must perpetually live in the light of publicity. Whether the leadership is vested in a man or a product, competition and envy are ever at work. This is true . . . . in politics, in industry, or any line of endeavor.

The reward is widespread recognition; the punishment: fierce denial and detraction. When a man's work becomes a standard for industry, it also becomes a target for the darts of the envious few. If his work is merely mediocre, he will be left severely alone. If his achievement is outstanding, it will set a million tonges a-wagging.

Jealousy does not dog the heels of those who produce commonplace things. Whatever you do, no one will strive to surpass or slander you, unless your work is stamped with the seal of talent. There is nothing new in this. It is as old as the world, as old as human passions —envy, fear, greed, ambition and the desire to surpass. But it all produces nothing.

If the leader truly leads, he remains the leader. That which is good or progressive makes itself known, no matter how much resistance is amassed. That which deserves to succeed—succeeds!

Yes, there will be many disappointments. The leader is most often disappointed in himself. It is not nearly as difficult to be big enough to accomplish a task as it is to be big enough to forgive those who criticize while you are doing the work that they should be doing for themselves.

To me, a great leader is one who can look upon the building of a huge hydroelectric plant or the construction of the nuclear wonders of science, turn and see great rivers and water falls—the moon and stars in perfect orbit—and have that humble feeling inside that makes him grateful that minute as he is, he, too, can be a part of this progress of man. When one can feel this, then he cannot allow himself



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"...DO CP's EVER WEAR OUT?"



CP-740 "TORK-KING" Air-Wrench, ½" square drive, capacity: to ½" bolt size. With LOK-ON Angle Head it handles your ratchet wrench jobs easily.

"I have a 1954 or 1955 CP-740 Impact Wrench," writes a busy mechanic.* "I need a new socket retaining ring to hold the socket on the drive square. Send it fast please – being without this wrench is like losing one hand.

I do at least 120 complete engine rebuilds per year, plus all the truck differential, spring, axle and transmission work in our shop. I've used my "CP" for everything, and this retainer ring is the first repair part it has ever needed. Do CP's *ever* wear out?"

This unsolicited testimonial is pretty conclusive proof of the reliability of CP Air-Wrenches. They've got the power and stamina to work for years with only minimum maintenance. Make the next Air-Wrench you buy CP . . . it can be the best investment you ever made! For full details on the CP-740 and other CP Automotive Service Tools write to: *Chicago Pneumatic Tool Company, 8 East 44th Street, New York 17, N. Y.*

*Mechanic's name on request.

This inexpensive Socket Retainer Ring withstands thousands of socket changes, continues to be the best retention device on the market. Eliminates springs, rubbers . . . no balls or pins to lose. Sockets stay tight, transmit full wrench power. "Solid" CP drive shank resists breakage.



(Actual Size)

Chicago Pneumatic

AIR AND ELECTRIC IMPACT WRENCHES • AIR-DRILLS • BREAKERS • ZIP-GUNS • PNEU-DRAULIC TRUCK JACKS AND PUMPS



Excerpts from an address on "Leadership: Its Rewards and Disappointments" before the annual convention of the Independent Garage Owners of North Carolina at Raleigh August 19. Few men in the automotive industry have given so much unselfishly as has Ralph James, the Tulsa garageman who dreamed the dream of building an association of garagemen which would command respect. He has been a bulldog in holding to his goal in the face of heavy demands on him in traveling and despite criticism of him by some within IGOA because he, being a human, has not always been perfect.

to give less than the best that is within him.

One must retain faith, hope and courage with an oversized sense of humor. *He* will know, down deep within him, that all men are like unto himself: good, bad and indifferent.

This considered, one must seek to forgive defects and failings in others, remembering that every man fights a hard battle against himself and his limitations.

When he can be calm and happy when things are at a critical low, when he can plan for tomorrow without a glance at the ruins of yesterday, when he can face himself and not flinch, when he can be thankful for the *good* that is here and mindful of the hereafter, then he can lead out because he is not afraid of life and is proud to be allowed the privilege of contributing his bit for those who come after.

Through leadership, you will find new worlds of experience opening.

In his great essay, "Self-Reliance," Ralph Waldo Emerson probably put it best when he said, "There is a time in every man's experience when he arrives at the conviction that none but he knows what that is which he can do—nor does he know until he has tried."

Cadillac's Dual Brake

(Continued from page 64)

bute to the quietness of operation.

A 26-gallon gas tank is standard on all models except the Town Sedan and Park Avenue Sedan. They retain the 21-gallon.

The 390-cubic-inch V-8 remains unchanged in specifications with 325hp and a 10.5-to-1 compression ratio. However, it is quieter in operation through selective fitting of all main bearings to develop closer fits.

Heater will be standard on all 1962 Cadillacs.

A controlled differential is offered in 1962. It is quiet and uses a new oil which prolongs the life of the wheel bearings.

The cruise control has been simplified for driver convenience. It is lighter and is of the wheel-type, providing more accurate control.

Air-conditioned cars will be quieter due to the use of a newly designed fan clutch and a smaller, lighter but more powerful six-cylinder freon compressor.

The automatic trunk lock is now mechanical, rather than electric. The remotely controlled trunk release is now vacuum operation.

Over-all length is 222″ on eight models. The Series Seventy-Five Sedan and Limousine are 242.3″. The Park Avenue Sedan and the Town Sedan are 215″.

Width remains at 79.8″ on all but Series Seventy-Five models, which are 80.6″ wide.

Brake Adjustments Revised On Recent Chevrolets

CHEVROLET has announced that recommended brake shoe back-off for hydraulic service brake adjustment on its late-model vehicles shown below includes recent changes in recommendations for some models:

Vehicle	Model Year	Shoe Back-off
Passenger car	1959-60-61	12 notches
Corvair (including Lakewood)	1960-61	12 notches
Corvair "95" (including Greenbrier)	1961	12 notches (front), 15 notches (rear)
½-ton truck	1961	12 notches

When adjusting brakes on any of the vehicles listed above, first turn the spur wheel on the shoe adjusting screw until light and uniform drum drag can be felt when the wheel is rotated by placing both hands on the tire.

With light drum drag established, the spur wheel will then be backed-off the number of notches specified in the above chart, thereby contracting the brake shoes to insure adequate running clearance at brake temperatures developed during vehicle operation.

"D-d-does it bite?"



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RADAR-GARD®

ELECTRONIC SPEED-TRAP WARNING DEVICE



$39.95
SUGGESTED RETAIL

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To all dealers and distributors:

Because you're always being presented with so-called "new" items that really aren't, it may be difficult for you to grasp the potential of the RADAR-GARD Electronic Speed Trap Warning Device illustrated on this page.

But I can tell you for sure that Radar-Gard is dramatically new and completely different from anything you're now selling. And, consequently, it's an item that offers tremendous "plus" profits...not "substitution" sales!

Get in on the ground floor by contacting us immediately

Sincerely,

Sy B. Gaiber, President

P.S. Several territories are still available for reps. All inquiries will be held in strict confidence.

NEW ELECTRONIC APPLIANCE CAPTURES AMERICA'S IMAGINATION!

Even before Radar-Gard was in production, orders poured in from individuals who had read about it in virtually every newspaper in America. Which only goes to prove that millions of people want the protection of this remarkable device that searches out radar speed traps on the road ahead and beeps a warning.

Radar-Gard detects radar beams ahead ... more than the distance necessary to slow down if you're traveling too fast.

It is a completely transistorized unit, 3½ x 2½ x 3½ inches. Weighs only 15 ounces. Comes in smart leatherette case. Requires no antenna, no installation ... can be clipped to sun visor or set on dash.

Backed by powerful national advertising and promotional material. Mail the coupon below for more information!

MAIL COUPON TODAY TO CASH IN ON THIS GREAT NEW ITEM

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OK! Send more information on RADAR-GARD.

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New officers of the Independent Garage Owners of South Carolina are (l. to r.): J. A. Deese of Charleston, secretary-treasurer; Tom Rish of Columbia, national delegate; J. H. White of Greenville, president; George Pender of Spartanburg, first vice president, and Fred Smith of Anderson, second vice president.



You'll Buy It...

You can try National's "DA" Sander in your own shop without cost. Just call your jobber today and tell him you would like to try a Model "DA" for one week. See how the off center sanding pad revolves free and independent of the driving head. You'll note how this action produces an unusually scratch free surface . . . how no heat is generated . . . how wet sanding is unnecessary, and abrasive lasts longer.

You will see for yourself that Model "DA" does a better, quicker job of sanding prime, surfacer, and putty . . . of removing rock chips and scratches in color without going through the prime. No hand clean-up (except with tac rag), and the surface is ready for color, even Acrylics.

Call Your Jobber Today for Loan of National's "DA" or write....

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NATIONAL • DETROIT, INC.
ROCKFORD, ILLINOIS

Palmetto Garagemen Select Advisors

AN ADVISORY council of well-known wholesalers was announced as an innovation during the second annual convention of the Independent Garage Owners of South Carolina at the Jack Tar Poinsett Hotel in Greenville last month.

Composing the council are Bill Early of Greer, Jack Davis of Greenville, Hal Porter of Anderson, J. Walter Elliott of Charleston and T. H. Coker of Columbia. The Independent Garage Owners of America has maintained an advisory council for most of its seven years' existence.

Attendance at the convention approximated 200.

Units at Gaffney, Greer and Anderson have been built up for a total of seven in the state and other groups are being contemplated in a dozen localities.

Convention speakers included Fred P. Smith of Anderson, Lewis Allison and Ned Holland of Greenville, Speaker Pro Tem Rex L. Carter of the South Carolina House, Sgt. C. H. Bailey, Mel Turner of Chicago, William C. "Bill" Herbert and H. F. "Red" Reagin of Atlanta, George Miller of Salisbury (president of the IGO of North Carolina), Dave Salley and Orell and Henry Rentz of Charleston, Harold Grindle of Toledo, Ohio, and others.

J. H. White of Greenville is the new president. Other officers are George H. Pender of Spartanburg and Fred Smith of Anderson, vice presidents; J. A. Deese of Charleston, secretary-treasurer, and T. L. Rish of Columbia, national delegate.



LIGHTS UP PLACES YOU COULDN'T LIGHT BEFORE. It hangs onto braces and cables—leaves both hands free to work on flex hoses, filter bowls, exhaust dampers . . . to check wiring, timing marks, fuses . . . to look into carburetors, door panels, radiators.

The G-E Limberlite is built to last. It has an insulated G-E thermoplastic 16 gauge, 10" cable. It won't short and is acid, grease and oil resistant. Its sturdy steel case holds two D cells. And you can't buy one anywhere.

***The G-E Limberlite is really free!** You get it free when you order the special carton of G-E headlamps—fifteen 4002's and seven 4001's. It's packed (without batteries) right in the carton. You don't pay extra for the lamps and you pay nothing for the Limberlite. **Ask your G-E lamp supplier for the Limberlite deal.** Call him today because this offer is good only as long as the supply lasts. General Electric Co., Miniature Lamp Dept. M-137, Nela Park, Cleveland 12, Ohio.

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GENERAL ELECTRIC



with Quality POLISHER & CUTTING pads

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LONGEST WEARING EVER MADE

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FILTers the fuel... REGulates pressure

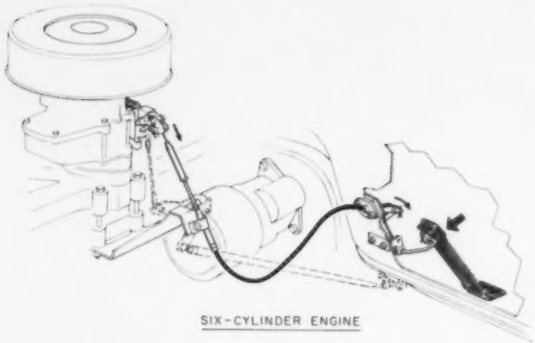
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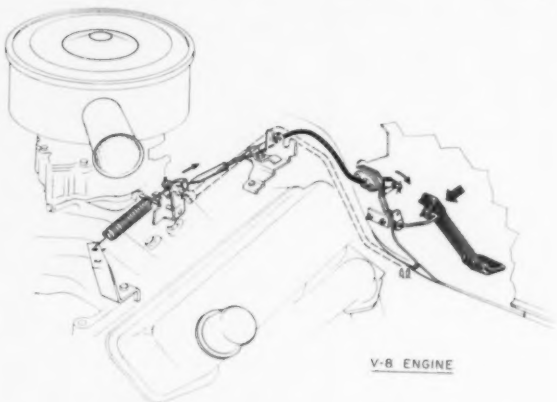
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SOLD ONLY THRU JOBBERS!

Write for FREE literature & Bulletin #302 "How Over-Pressure Causes Carburetor Flooding"

Made by ALONDRA, INC., 959 CRENSHAW, LOS ANGELES 19





Dodge has improved its throttle linkage for 1962 by using a flexible cable of aircraft quality and design. It replaces the old lever system in order to eliminate vibration, noise, wear, corrosion and need for lubrication, Dodge engineers reported. Gas pedal glides on a smooth roller linked to the carb controls by a stainless steel cable. When pedal is depressed or released, it produces a push-pull action on the cable to command the desired throttle setting. Cable slides in a sheath which is steel-wrapped and whose inner lining is coated with a lifetime, self-lubricating plastic.

Good Car*Keeping Month Set for May 1962

MAY 1962 will be the next Good Car*Keeping Month, according to Vernon G. Volland, executive director of the Good Car*Keeping Institute.

Early announcement was made to alert automotive parts, products and accessory companies, their advertising agencies, automotive wholesalers and retailers to include promotions in their planning for 1962, should they so desire. "How to participate" information may be obtained from headquarters at 1711 Pratt Blvd., Chicago 26, Ill.

Information Offer Is Issued By Commerce Department

A GOLD MINE of information is awaiting the American businessman at headquarters and in the 33 field offices of the U. S. Department of Commerce.

An invitation to help themselves to a "nine-billion-dollar fund of research and patent information" will be presented to businessmen through a new series of five Advertising Council advertisements appearing in space contributed by business publications.

Factory Executive Explains Why Car Buyer May Be Confused

DILUTION OF brand-name identity in the American automobile market is making it more difficult for the consumer to make his selection of a new car, a Detroit automotive executive said last month.

C. E. Briggs, vice president of Chrysler Corp. and general manager of the Chrysler-Plymouth Division, declared that "lack of product definition caused by a mixture of models and sizes of cars with the same brand name may have deterred new-car purchases and influenced the decline in passenger-car sales so far this year."



"Almost nobody has a clear picture of today's mixed-up lineup of new car models," he said, "and the result is that today's prospect for a new automobile finds it extremely difficult to decide just exactly what it is he wants, or where he can find it."

Briggs pointed out that the five major American passenger car manufacturers offered in 1961 almost 350 different models in a complex variety of size and performance packages, with the same brand names. And there probably will be even more in 1962, he said, with the introduction of additional new lines of cars bearing still the same brand names.

"This kind of product diversity can have disadvantages outweighing the values of trying to offer the consumer a choice of cars of the same make so varied as to cover any of his possible desires," he warned.

"Some of these disadvantages are being felt when the potential customer is offered so many choices he has difficulty making up his own mind about what he really wants. Deferred purchases may mean loss of new-car sales for the dealers.

"Another disadvantage is the increasing difficulty for the dealer to carry an inventory necessary to market such a variety of models, a problem definitely affecting the dealer's profitability."

Willys Elects Beattie To Vice Presidency

JAMES BEATTIE, Jr., has been elected vice president and general sales manager of Willys Motors, Inc., President S. A. Girard announced.

Beattie, who has been with Willys since 1949, has been Willys general sales manager since January 1960, and also a vice president of Willys Sales Corp., domestic sales subsidiary. He moved to Toledo as assistant general sales manager in 1958.

Dealer Hammons Dies in Oklahoma

Edgar E. Hammons, 68, partner in Hammons Motor Co., El Reno, Okla., died recently. He was born at Stigler, Okla., and lived at Whitefield, McAlester, Ada and Shawnee before moving to El Reno in 1945. Hammons had also owned and operated automobile agencies in several other towns.

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Biological Testing Proves the Virtual Absence of Toxicity in go-jo Creme Hand Cleaner

Laboratory tests recommended by the Association of Food and Drug Officials of the United States for the appraisal of the safety of chemicals in foods, drugs and cosmetics were conducted on Go-Jo Creme Hand Cleaner. The tests confirmed the virtual absence of subacute or chronic dermal or systemic toxicity and established the relative safety and freedom from toxic irritants of Go-Jo.

Complete Bacteriologists' report available on request!

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The Heavy Duty 4½ pound Go-Jo Dispenser saves as much as 75% of handcleaning costs.

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CHARLOTTE, N. C.

a Low Cost Tire Changer with a BIG Bishman AIR POWER Bead Breaker

Bishman 'rolling action' breaker shoe powered by a full size Bishman air cylinder breaks the tightest beads on wheels 8" to 19½". Fast 'Posi-Lock' clamps wheels up to 19½" securely. Bishman double end tool mounts and demounts tires easily. A complete tire changer including 1 qt. Rub-Er-Slide with applicator and no-drip holder.

BISHMAN 3883-EC Economy Tire Changer.



ECONOMY MODEL 883-EC $109.50

The World's largest Manufacturer of Electric Tire Changers

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Used-Car Shortage Laid to Compacts

CURRENT shortage of late-model used cars on dealers' lots "is due in no small part to the large number of families moving into the 'two-car' class via the purchase of a compact," according to Charles R. O'Donnell, sales vice president of Universal C.I.T. Credit Corp.

"The compact car appears to have revolutionized the traditional buying habits of many American motorists," O'Donnell said. "There are thousands of people owning good, clean standard-size cars of recent vintage who would normally trade in their present cars around this time for brand-new standard-size models.

"Instead, they are hanging on to their present cars and buying 'compacts' as second cars. They are joining the ranks of the nation's two-car families—an eventuality many of them would not even have considered a year or two ago."

The trend is gaining momentum and intensifying the scarcity of clean 1960 and 1959 standard-size cars available for sale, O'Donnell said.

There is strong justification for the belief that sales to the two-car-family market may increase substantially this year, he said. "Despite pockets of unemployment, personal income of the average American family is rising. Consumer confidence is starting to pick up. There are many one-car families that could easily afford a second car and would readily buy if the advantages of two-car ownership were explained to them."

Mercedes Tourist Sales Show 71% Increase

TOURIST DELIVERIES of Mercedes-Benz cars for the first six months of this year show an increase of 71% over the same period of 1960, while total tourist deliveries last year showed only a 13% increase over 1959, according to J. Bruce McWilliams, vice president of Mercedes-Benz Sales, Inc.

McWilliams credits an increase in European deliveries to a plan developed and inaugurated by his company earlier this year whereby American tourists could order their cars from local dealers, accept delivery in many of the principal cities of Europe at European retail prices, use the car for travel and receive service on the vehicles from their dealers after they return home.

Missouri Garagemen Elect McNew As Their Leader

GARAGEMEN from Sikeston, Moorehouse, Matthews, Van Deuser and McMullin, Mo., have formed a unit of the Independent Garage Owners of Missouri with 17 charter members who have called their group the "Bootheel I.G.O."

I. B. McNew of Moorehouse is president and C. B. Turner of Sikeston is treasurer.

West Palm Beach Elects

New president of the Automobile Dealers Association of West Palm Beach, Fla., is C. W. Schooley, III, of Schooley Cadillac, Inc. Don Wilson of Don Wilson Lincoln-Mercury, Inc., is vice president and Fred O. Dickinson, Jr., attorney, is secretary-treasurer. Acting secretary is J. Reid Heuer, attorney.

Ford Changes Motorcraft To Autolite Division

AUTOLITE has been chosen to replace Motorcraft as the name of Ford Motor Co.'s new replacement parts marketing division, according to J. S. French, division general manager.

The decision to change the division title to Autolite, French said, was based on the greater public awareness of the Autolite name. Ford bought exclusive rights to the use of the Autolite trade name in the United States along with certain other assets from The Electric Autolite Co. in April of this year.

The Autolite Division is composed of separate sales departments responsible for marketing Ford products in the replacements parts field and as original equipment to manufacturers. French said his sales department will direct its automotive and marine replacement parts sales through independent wholesale distributors.

Monroe Auto Equipment Expands Georgia Plant

ADDITIONAL facilities will be installed at once at Monroe Auto Equipment Co.'s Hartwell, Ga., plant to increase production capacity there, according to W. D. McIntyre, executive vice president and general manager of the company.

Approximately $185,000 of $1,500,000 allocated for an expansion program will be used for new equipment at Hartwell to produce the "500" special shock absorber, a premium heavy-duty unit.

McIntyre said construction will start immediately on an addition to double the size of the company's newest plant at Cozad, Neb., dedicated in full ceremonies only last June 16.

Associates Net Income Shows Some Decline

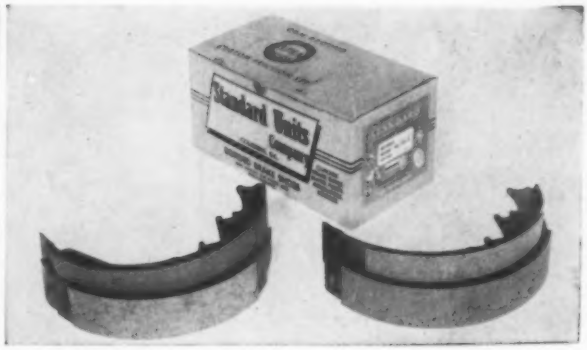
CONSOLIDATED net income of Associates Investment Co. for the first six months of 1961 amounted to $7,100,281, compared with $7,529,274 for the same period last year, Oliver C. Carmichael, Jr., chairman of the board, announced

Total volume of the finance business decreased from $963,679,257 in the first half of 1960 to $768,997,301 for the first six months of 1961.

"Practically all of this decline," Carmichael said, "developed in automobile wholesale and retail business, reflecting the lower level of sales in this important industry."

Electric Autolite Appoints Allmendinger

Paul F. Allmendinger has been appointed director of engineering for The Electric Autolite Co.'s electrical products group, where he will coordinate and initiate product development, in addition to other activities. An engineering graduate of the United States Naval Academy at Annapolis, Md., Allmendinger since 1957 had been associated with the Stewart-Warner Corp., Chicago, most recently as director of engineering for the Alemite and instrument divisions. He is well known in the industry.



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The FOX-ARC Spotweld Gun, operating from outlets on the welder, or from separate power supply, is lightweight and easy to use. It spot welds from one side of the job . . . requires no back-up electrode. Eliminates guesswork . . . is easy and safe to use.

There is no limit to the welding jobs that FOX-ARC can do quickly, efficiently, safely and at the lowest possible cost.

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METHODS AND EQUIPMENT FOR IMPROVED AUTOMOTIVE WELDING



Robert H. Kline (top) has been appointed director of service for Dodge, succeeding Walter M. Spencer (bottom), who has retired after holding the position for the past six years. Kline joined Chrysler Corp.'s central service division in 1954 and in 1955 was promoted to Dodge regional service manager in St. Louis. He transferred to Detroit in 1957 as field service manager. Spencer had been in the automobile business since 1922, when he became a mechanic and service manager at a Port Arthur, Texas, Dodge dealership. He joined Dodge in 1935 as a service representative, moved over to Chrysler Corp.'s Fargo (Fleet Sales) Division in 1942 and back to Dodge in 1946. He will assume active managership of a family business, the M. S. Warren Plumbing Co., in Port Arthur.

•

Dodge Sharpens Dart

(Continued from page 69)

In construction, however, the new transmission is entirely different. The case is a one-piece aluminum die-casting which encloses both the transmission and torque converter. It allows sizable reduction of the floor hump, increasing passenger space.

An 11¾" torque converter is used exclusively with this transmission. Instead of bolting the torque converter directly to the engine crankshaft as previously done, it is attached to a flexible drive plate. This lessens the axial space occupied by the converter by permitting the front pump to be driven directly by the impeller hub. Despite lighter weight, the converter has ten per cent greater torque capacity.

The TorqueFlite Six automatic transmission again is available on all Dart six-cylinder models. The 1962 version, is smaller and lighter and is similar in design to the new V-8 transmission. It uses a 10¾" torque converter.

An entirely new heating and ventilating system provides forced-air ventilation for hot weather comfort. Using a quiet axial flow blower—the first in the automobile industry — and a newly developed air distribution system, this unit delivers up to 250cfm of ventilating air even when the car is stationary.

Instead of depending on ram air, the blower is used continuously, ensuring adequate ventilation during slow-moving or stop-go driving. Distribution controls are specially designed to direct ventilating air horizontally toward the lower body areas of the front-seat passengers, where it is most effective.

$10 for the asking! See page 151 for details.

DIESEL PEP



Pep up sales with Diesel Pep!

Diesel Pep keeps injectors, screens, filters and fuel pumps clean—improves combustion, disperses water, keeps fuel lines open.

Diesel Pep prevents rust and acid formation, removes gum and varnish, eliminates wax and sludge—reduces engine wear, minimizes smoking! Sold through automotive jobbers and their distributors.

SPRAY PRODUCTS CORPORATION

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Dealers' Profit Averages $45 Per Car

FRANCHISED car dealers picked up a bit on the profit side of the ledger during the second quarter of this year, according to the business management survey announced by the National Automobile Dealers Association.

The report stated:

"The second quarter pick-up in car sales brought a welcome reversal in the downward trend in profits, and found most new car dealers well out of the red figures which had plagued them in the early months.

"From an over-all loss of .2% of sales at the end of March, combined operating profits for the first six months, before federal taxes, rose to .9% of sales, or $45 per new car sold.

"For 20.3% of the dealers, the six months operations still showed some loss, but 39.3% of them had been on the losing side in the first quarter.

"The most heartening come-back was made by the smaller dealers selling less than 150 new cars a year. This group had shown a combined loss of .5% of sales in the first three months, but recovered their losses and finished the half-year with a profit of .8%.

"Washout gross, which represents the total gross profit from combined new- and used-car sales, held steady at $399 per new car, a $2 increase over the first quarter figure. The average for the same period a year ago was $386, and for all of last year only $352.

"Looked at from another angle, washout gross averaged out to 10% of combined new- and used-car sales, compared with 9.7% a year ago, and 9.05% for all of 1960.

"Combined gross profit of 15.3% was only slightly less than the 15.5% average for the first quarter, and substantially better than the 14.5% recorded in all of last year.

"Variable selling expense, as usual, showed very little change, but with a decided increase in sales volume, the ratio of fixed, or operating expense dropped to 10.7% from the 11.9% average in the first quarter. Total expense declined from 15.7% to 14.4%.

"Car absorption, the ratio of combined new- and used-car gross profit after selling expenses to fixed overhead, rose to 42.3%, compared with 34.3% in the first quarter, 49.5% in the same six months of last year and 35.9% in all of 1960.

"At this point dealer profits were well under those of a year ago, but with general business conditions on the upswing, the outlook for the coming months appears to be considerably brighter than it was then. Last year dealers had built up a hopeless inventory of new cars with which they struggled through the last six months, and in many cases well into 1961. In the process they not only lost the opportunity of cashing in to the fullest extent on new model introductions, but were forced to sacrifice a large part of the profits accumulated in earlier months. In welcome contrast, this year's production has been geared more realistically to the size of the market, and there is hope for a more orderly and profitable change-over in the fall."

Mercury for '62

(Continued from page 70)

quieter, smoother engine, to reduce maintenance because some of the valve adjustments are eliminated, and to improve idle stability.

This new valve tappet system incorporates a spring-loaded cam tappet in the rocker arm which eliminates the tappet noises. The cam is held in contact with the valve end, eliminating the lash. Positive valve closing is accomplished by the much greater valve spring force over the tappet spring.

Other engines available are a 292-cubic-inch with 3.75″ bore and 3.3″ stroke (compression ratio of 8.8 to 1), 352-cubic-inch with 4.00″ bore and 3.50″ stroke (com. ratio 8.9 to 1), 390-cubic-inch with 4.05″ bore and 3.78″ stroke (com. ratio 9.6 to 1) and the 390-cubic-inch Marauder "Police" developing additional horsepower and torque for police cruiser work.

The muffler is aluminized double wrapped, and the exhaust inlet pipe is laminated to reduce noise. Dual exhausts are standard with the 390-cubic-inch engines and on convertibles and optional on the other V-8 engines. The dual mufflers for 1962 have stainless steel for the inner shell and the two ends, and for the first and fourth baffles. Rubber hanger straps, one in front of the muffler and one behind, reduce friction and provide insulation.



Tool Tips *for the Mechanic*

Corvair Engine Nuts

The SNAP-ON® FS-10A FLEXOCKET® will fit those hard-to-get-at engine hold down nuts on the Corvair. Page 24, Catalog X.

Ford, Falcon, Chevy Radio Antennas

Use the LHS-36 hole saw for installing radio antennas on the Ford or Falcon; the LHS-32 hole saw for installing antennas on the 1961 Chevy; the LHS-30 for antennas on the 1960 Chevy. Page 102, Catalog X.

NEW TOOL



Snap-on S-9481

Parking Brake Adjusting Wrench

Tool is designed for late model Chrysler products where the rear transmission cross member has been relocated and partially covers parking brake adjustment opening. The specially shaped end makes the necessary adjustments while the BOXOCKET® end is used to remove and replace cover plate bolts. Tool works on both old and new Chrysler products having an internal-expanding hand brake adjustment. Get one now from your SNAP-ON man.

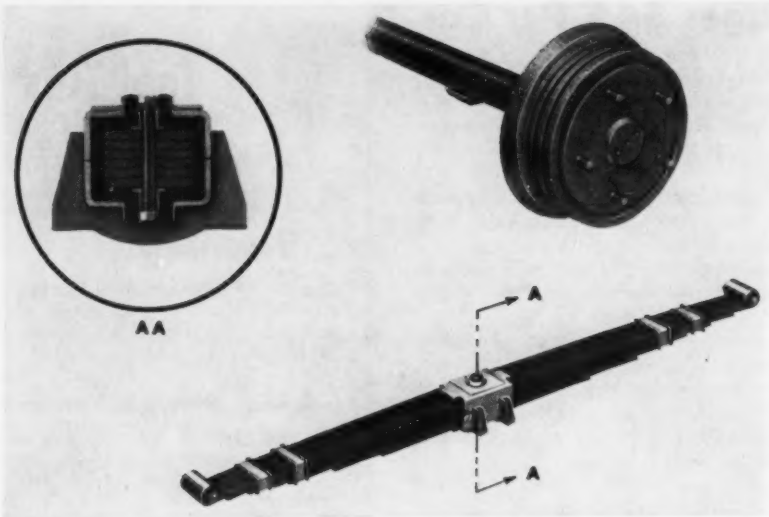
Ford Feeler Gauge

The 359D feeler gauge is designed specifically for Fords. It contains four spark plug gap bent wire feelers .025 to .035; two straight wire feelers for voltage regulator cutout .017 to .030; five ignition finger blades .013 to .025; fourteen step ground blades .010-.012 to .025-.027 and an electrode bender. Page 82, Catalog X.

Chrysler, Dodge, DeSoto Distributor Wrench

Try the SNAP-ON S-9476A double hex distributor wrench for 1954-60, 8-cylinder Chryslers, DeSotos and Dodges. Tool has longer shank to clear wires around distributor. It's a time-saver. Page 80, Catalog X.

SNAP-ON TOOLS CORPORATION
8050-I 28th Avenue • Kenosha, Wisconsin



Although insulators between rear spring and axle housing are not new, this adaptation on the 1962 Lincoln Continental is new. At left you see cutaway of the Iso-clamp rear spring to axle rubber insulator.

Lincoln's Refinements

(Continued from page 71)

make the car even quieter in 1962. Sound deadener for the floorpan is 33% heavier and is extended to cover the wheel well. In addition, the felt sound deadener for insulation at the front body cowl is 33% heavier.

Heat reflectors of fiberglass faced with aluminum foil are placed in critical floorpan areas. The entire floorpan areas and the area behind the rear seat back is blanketed with the foil-faced fiberglass on all air-conditioned vehicles.

As for the new speedometer cable, the larger wound core rotates in a low-friction nylon tube which is enclosed by a wire-wound steel shield and vinyl sheathing. This new cable is lubricated for life. Its construction makes it impervious to kinking and twisting during handling or assembly and is expected to give years of dependable operation.

The tandem-sweep hydraulic windshield wipers are simplified and improved for 1962. The regulator valve is made integral with the hydraulic motor, simplifying assembly by eliminating three hoses and six connections. When the wiper switch is turned off, the wipers complete a full wipe cycle. The Continental wipers reportedly have far more torque than other wipers, making them more effective in removing snow and ice.

One of the most significant refinements in the Continental engine is the addition of an exclusive water-heated control for the automatic choke which was said to give more miles per gallon of gas in short run, on and off driving during the winter.

In conventional systems the automatic choke control is sensitized by hot air from the exhaust manifold which cools off quickly after the engine is shut off. At restart after short stops the choke comes on unnecessarily, causing excessive gas consumption. With Lincoln Continental's new water-heated choke, the water, which is taken from the heater outlet elbow, remains warm under similar stop and start conditions and when the car is restarted the choke remains off.

Advantages of the water-heated choke are:

Eliminates annoying excessive engine idle speeds in short trip operations;

Eliminates the possibility of dirt and impurities getting into the choke housing;

Tailors the engine fuel enrichment requirements more accurately to the intake manifold mixture temperatures;

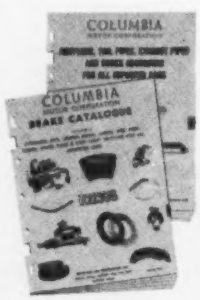
Eliminates choke enrichment at high altitude because of low manifold vacuum pulling insufficient hot air into the choke housing.

Gorman Resigns Position With Missouri Body

J. A. GORMAN has resigned as executive vice president of the Missouri Automobile Dealers Association, effective August 31, to accept a similar position with the Motor Car Dealers Associations of Los Angeles and Southern California, one of the biggest regional dealer groups in the nation.

President W. E. Zenge announced that Ralph J. Kalberloh, 36, was appointed to succeed Gorman as the association's executive vice president, having assumed that office on Sept. 1.

"Jim" Gorman made an outstanding record during his tenure in Missouri, as evidenced by frequent expressions by his members.



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"I had no idea you'd go through all this bother and time for a minor safety belt adjustment."

Special Has V-6

(Continued from page 75)

get-away performance and more miles per dollar for the customer.

An optional 215 aluminum V-8 will also be available in the 4000 Series. As on the optional high-performance engine for the 4100 and the standard 4300 models, this engine will include four-barrel carburetion, a compression ratio of 10.25 to 1 and a low back pressure exhaust system.

This past spring Buick introduced a luxurious sport coupe, the Skylark. For 1962 the distinctive theme of the Skylark front-end has been extended to the entire Special line.

For 1962 the Standard Special Series will be available in four body styles—the four-door sedan; four-door station wagon, in both two and three-seat versions; the two-door thin pillar coupe and two-door convertible.

The Skylark, which was introduced as a thin pillar sport coupe, will be changed to a pillarless sport coupe for 1962.

The Standard 4000 Series Special will have a manually operated top, while the De Luxe version will be power-operated.

On both the Standard and De Luxe sedans, added rear seat leg and knee room was obtained by moving the seat rearward an inch and a half.

Pictured at the recent organizational meeting of the Independent Garage Owners of Jacksonville (N. C.) are (l. to r.): Don Baysdon; Richard V. Pescia, executive director of IGO of Jacksonville, Roy Stevens, executive director of Jacksonville Chamber of Commerce (who addressed the meeting); Thel Boyette, executive director of IGO of North Carolina, and Gerald Royal, president of IGO of Jacksonville.



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LaBELLE ELECTRIC COFFEE MAKER—brews from 4-17 cups of excellent coffee. It's just one of the many nationally advertised gifts you can get ABSOLUTELY FREE in FRAM'S MILLION $$$ GIVEAWAY. Gifts are your reward for selling Fram "Wear-Guard" Filters—today's fastest moving filters—proved to trap up to 40% more dirt than any other filter tested.

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"The cigaret lighter heats too slowly."

Fluid Injection Engine Scheduled by Olds

AN ULTRA-HIGH performing Turbo-Rocket aluminum V-8 engine is scheduled for introduction by Oldsmobile Division on a limited production sports car model early this winter.

Jack F. Wolfram, division general manager and a vice president of General Motors, said the Turbo-Rocket will mark the first successful application of a turbo-charger with fluid injection on a commercially-produced passenger car.

"Injection of specially-formulated Turbo-Rocket fluid," he explained, "controls combustion by keeping a more uniform burning rate during combustion in each cylinder. This makes it possible to operate the turbo-charged engine at a highly efficient 10.25:1 compression ratio, with readily available premium-grade gasolines."

The engine, he said, will produce approximately one horsepower for each of its 215 cubic inches of cylinder volume, thus approaching a long-standing production car design goal of automotive engineers. Its power-to-weight ratio is also extremely low at 1.88 pounds per horsepower, he said. "The lightness of this aluminum V-8 engine makes it more economical to operate."

Both turbo-chargers and superchargers have the same purpose: to increase power output by pumping more air-fuel mixture through the engine for increased performance. But in doing so, it has been the practice with superchargers to operate at relatively low, less economical compression ratios in order to control detonation.

"However," Wolfram said, "a high - compression - plus - turbo - charging concept by Oldsmobile engineers, coupled with their development of a practical system for injecting anti-detonant fluid, made our Turbo-Rocket automotive engine a reality."

A further advantage of the turbo-charger system, he said, is that it is driven by the energy in exhaust gas. It takes no power out of the engine and requires no additional for its own operation. Conventional superchargers, on the other hand, are usually linked to the engine by gears, chains or belts, and engine power is needed to run them—even when the supercharging is not required.

Back State Inspection, AMVETS Is Urged

MEMBERS of AMVETS were urged to enlist their organization in support of legislation for state-required motor-vehicle inspection when Byron J. Nichols, general manager of Chrysler Corp.'s Dodge Car and Truck Division, addressed the body's national convention in Louisville, Ky., last month.

Nichols told the World War II veterans' organization that a regular, required inspection of cars and trucks is "equal in importance" to driver training, construction of safe highways and the manufacture of safe vehicles.

"Even the most skillful, well-trained motorist driving on a well-engineered highway in a well-engineered car," he said, "is a menace to himself and others if his car is not in satisfactory operating condition."

He conceded that there is "no set of dependable statistics to show what percentage of highway accidents can be laid definitely to vehicle failure." The reasons for this, he said, are: (1) accident reporting differs from state to state; (2) not all investigators are trained to recognize evidence of unsafe vehicle condition; (3) accident investigators too often tend to concentrate on blaming the driver or driving conditions; (4) vehicles are frequently damaged so badly that their condition at the time of an accident cannot be determined, and (5) drivers are reluctant to volunteer information about the condition of their cars, fearing prosecution for negligence.

"Despite the lack of conclusive studies conducted on a nationwide basis," Nichols said, "the facts that we do have represent convincing circumstantial evidence that poor vehicle condition is a prime factor in traffic accidents."

Truck Cost-Cutting Book Published by Ford

"GUIDE to Cutting Truck Costs," a reference handbook of helpful hints to truck owners, has been published by Ford Motor Co.

Top automotive writers have contributed to the digest-size publication, which contains 96 pages of information that will assist a truck owner in obtaining improved service and performance from his truck regardless of make or model.

It covers a broad range of topics, such as insurance, tire care, getting the most miles per gallon of gas, special equipment to meet individual needs, etc.

Hayworth Dies in Asheboro

G. W. Hayworth, one of North Carolina's oldest Buick dealers, died last month in Asheboro. He had been a dealer for 33 years.

Money Awaits You

SAJ is paying ten bucks now for Time Savers. Have you any ideas worth $10? See page 151.

Romney Sees Compacts Exceeding 50%

AMERICAN Motors' president believes the compact car will soon be accounting for better than 50% of the U.S.-built car sales.

Said George Romney last month at the annual press conference:

"Because of its consumer benefit, the compact car will account for between 55 and 60% of U.S.-built car sales in the country in the coming model year, and replace the old



President Romney

standards as the top volume cars in a matter of months.

"Possibly by the end of the 1962 calendar year and definitely by some time in 1963, the compacts will be commanding at least two-thirds of the total business. The old-fashioned conventional standard big car is well on its way out. What used to be called the 'low-priced three' is already gone."

Romney estimated the savings in gasoline alone by the 3,000,000 compacts now in use amounted to $171,000,000 annually.

"It is our immediate objective to establish Rambler firmly as the third volume make by further improvement in our share of the market," he said. "Progress sharing will be the primary means employed, and it is my prediction that in seven more years, the impact of our progress sharing concepts could prove even more revolutionary than our compact car revolution.

"Underlying the compact car revolution is the restoration of the U.S. automobile to a practical footing, from which I anticipate will come some of the soundest functional advance in the industry's history. The industry never ceased to move forward in this direction but there has been a period of excessive preoccupation with non-essentials.

"Today, it is car life and usefulness that is growing, instead of the car.

"In effect, what the compact is doing in its assumption of the role of the standard of the industry, is to restore the value and quality emphasis that made the U.S. car industry pre-eminent.

"With this re-emphasis, we have already stemmed the flow of imports that were one of the threats to employment in the United States. Car design was not responsible for this alone, however. We have been disjointed in a number of ways, including the manner in which progress was being shared, with some segments of the economy getting an inequitable portion."

Seiberling Head Retires; Schrank Takes Helm

J. P. SEIBERLING, 63, has retired as president of Seiberling Rubber Co., and is succeeded in that position by H. P. Schrank, former executive vice president.

Seiberling, who will continue as chairman of the board of directors, had been president since 1938. He succeeded his father, F. A. Seiberling, who founded the organization in 1921. Schrank, 58, has been with the company 35 years. He was elected vice president in charge of production in 1936 and executive vice president in 1956.

American Motors Returns C. C. Daley to Atlanta

C. C. DALEY, formerly Atlanta (Ga.) zone manager for what is now American Motors Corp. from 1948 until 1956, has been returned in that capacity to the Atlanta zone, replacing C. C. Keller, who was transferred to St. Louis in a similar position.

A graduate of the University of North Carolina, Daley entered the automobile industry in 1932 as a retail salesman. He joined American Motors in 1945 as a regional representative in the South. For the past five years he had been zone manager in Memphis.

Tarheel Conference Set For Raleigh Nov. 17

"MEETING the Challenge" will be the theme of the fifth annual working conference to be held by the North Carolina Automobile Dealers Association at the Sir Walter Hotel in Raleigh Nov. 17.

A number of speakers will address the group on major problems facing the industry today. Special discussions of pertinent legislation enacted into law will be held and new laws will be explained in full.

Two Southerners Chosen For Studebaker Council

RUSSELL R. Hart of Monroe, La., and Norman D. Walter of Norton, Kan., have been elected members of the Studebaker-Packard Corp. National Dealer Council, which held a two-day meeting in South Bend last month.

Lewis E. Minkel, vice president of marketing, and Frank J. Suslavich, vice president and general sales manager of the automotive division, presided at the sessions, which included a preview of 1962 models and tours of the plant and remodeled office facilities. Council members reelected for one year terms included E. E. Chaires of Tampa, Fla., and W. M. Hale of Henderson, Texas.

Alabama Store Features Two Sales Counters

MODEL City Parts Co.'s new store in Anniston, Ala., features two sales counters—one in front for walk-in customers only and a rear counter for phone and truck delivery.

Formerly situated at 1010 Wilmer Ave., the larger, improved facilities now occupy 13,000 square feet at the corner of 11th and Wilmer Avenues, and offer a drive-in service with inside parking. A large air-conditioned showroom features the latest in automotive equipment and supplies.

W. E. Waddy is president and general manager of the locally-owned operation, which is affiliated with National Automotive Parts Association. Founded in 1939, the firm operates branches at Heflin, Pell City and Leeds.

Borg & Beck Elevates Nutt

Election of Harold Nutt as chairman and chief executive officer of the Borg & Beck Division of Borg-Warner Corp. has been announced by Robert S. Ingersoll, Borg-Warner president. James F. Bere, former president and general manager of the Axelson Mfg. Co. of Los Angeles, succeeds Nutt as president and general manager of Borg & Beck.

IMCO Appoints Troy

William J. Troy, Jr., has been named assistant sales manager of the IMCO Mfg. & Sales Corp., Baltimore, with supervision responsibilities of company representatives and distributors in the eastern half of the United States. He has a broad sales background.



SOUTHERN JOBBERS and FACTORY MEN

They Know How to AVOID CREDIT LOSSES

By BARON CREAGER
Southwestern Editor

FOR the year 1960 this distributor had approximately $700,000 in charge sales, but charged off to bad debts only $1,214.35, or approximately .175%, which is less than one fifth of one per cent.

That was accomplished without the help of an outside collection service, without legal assistance and without strong-arm and get-tough policies. Consequently, this year no additions are being made to the reserve for bad debts since one fourth of one per cent of net charge sales is all that IRS will allow. If an excess in this reserve developed on the books, IRS would compel the firm to show that excess as profit.

This is the Robertson and King Motor Supply of Dallas, Texas, and there is no carefully-guarded secret of the procedure for keeping bad debts at the minimum. Yancy Robertson and Harvey King, the partners, say their own hard work is what keeps bad debts down. If their procedure were analyzed, it might be broken down into these four rules:

1. Make as many personal calls as possible and make it a point to be acquainted with all accounts on the books.

2. Cultivate as many friends as possible within the organization of these accounts.

3. With the knowledge thus gained you will be able to recognize—or learn about—well in advance, any signs of impending business failure.

4. When such signs appear, be first among all creditors to ask for money or merchandise to satisfy your claim.

The simple routine of Robertson and King for dealing with charge accounts follows the normal pattern. On the first of each month all charge accounts are billed, terms being two per cent in ten days approximately, which in this case means that if the account pays by the 15th of the month, the two per cent is allowed.

If an account is not paid by the 15th, a past due notice is mailed. If an account is not paid by the 20th of the month, this is where the work begins—by the partners in person—not an office employe.

Robertson and King each take a list of accounts receivable and begin telephoning. Each list amounts to about eight per cent of the total charge sales accounts and each list requires a full day of telephoning—allowing for interruptions—with some names left over for next day and, in all probability, some personal calls. The average number of telephone calls made by each partner each month is 30 to 40.

That is the simple routine, but long before an account has reached the dangerous stage, the important leg work has been done.

Each Monday and each Wednesday, Harvey King spends the entire day in the territory calling on accounts. Each Tuesday and each Thursday, Yancy Robertson does the same. What they do is make sales calls, either singly or in company with a salesman. But on these calls they are also getting well ac-



Harvey King (seated) and Yancy Robertson are partners in a Dallas, Texas, firm and personally handle all accounts receivable.

quainted with the customer and as much personnel as possible. By such circulation among customers they accumulate much information about individual customers, can often make suggestions or take steps to help the customer and, at the same time, know if a business is progressing, standing still or slipping.

"Through good relations with personnel we know how an account is doing," Robertson pointed out. "King and I get acquainted with as many people as possible in every account. As a result of this policy we have often received tips from one account about a competitor that have enabled us to get our money out of a business (perhaps in the form of merchandise) before it failed. Sometimes such tips come from below the top in a business that is not doing so well.

"The most closely-watched charge accounts are those brand new in business. An application by any new account is first screened through the credit facilities of the Dallas Automotive Wholesalers' Association, Inc. This is an excellent service, but even after an account is approved for charge sales, we give it particular attention, with as much helpful service as is possible, until it is solidly on its feet."

King added:

"We get acquainted with everyone in a business and make it a point to have friends throughout the organization, not just at the top. In this way we learn in advance if a business is going bad and when we get the news we concentrate on that business, without recourse to legal action and without a get-tough policy. We will take back merchandise, used equipment, supplies—anything that will sell and enable us to get out without a loss."

On one occasion a jobber about to close his doors had two establishments. At the establishment where the jobber had his office and headquarters, the stock consisted largely of heavily-used equipment that had been turned back and second-choice merchandise. The other store was well stocked with first-choice merchandise.

Such was the friendship of Robertson and King with this failing jobber that, with his knowledge, Robertson and King personally removed two truckloads of the choice merchandise to the equivalent of their claim. Meanwhile, other creditors were concentrating their attention on the jobber's headquarters, the well-used equipment and second-choice merchandise.

In another instance, the partners knew four months in advance that a jobber would be forced to close his doors. In this failing business they had an investment of $5,000. But because of their friendship with the failing jobber, Robertson and King got either money or merchandise to satisfy their claim, while other less-alert creditors suffered losses.

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Kleier of Oklahoma Dies in Car Crash

VERNON Kleier, 53, Ponca City, Okla., president of a chain of automotive supply stores in that state, was killed in an automobile accident recently near Colorado Springs, Colo.

Kleier and a friend, Ray Hamlin, Chevrolet dealer from Blackwell, Okla., had gone to Colorado Springs to play in a golf tournament. Unable to obtain accommodations in Colorado Springs, they were staying in Pueblo and it was on the way back from Colorado Springs to Pueblo that they were in collision with a road grader.



Instrumental in organizing the Automotive Wholesalers of Oklahoma, Kleier was a past president of that body. His stores are situated in Ponca City, Pawhuska, Cushing, Perry, Blackwell, Alva and Stillwater.

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Phillip J. Costello (shown here) has been appointed sales manager, Replacement Division of McQuay-Norris Mfg. Co., Executive Vice President R. S. Heidenheim announced. Costello has been in the division for the past 15 years and since 1953 had been district sales manager for the Northeast. He will headquarter at the home office in St. Louis, Mo. W. B. Farley, formerly district sales manager for the Southeastern states district, succeeds Costello in the Northeast.



James C. Tuell, (shown here), formerly associated with Pocahontas Wholesalers, a division of Pocahontas Fuel Co., has been named to the newly-created position of assistant general manager in charge of purchases and sales for Automotive Supply Co., Bluefield, W. Va., President Frank G. McKenzie announced. His organization has opened a warehouse—Asco Warehouse Co.—at Bristol, Va.-Tenn., McKenzie said, and plans to expand the Bluefield warehouse. The two companies will be operated as separate organizations, he said.



Vincent L. Benton has been appointed automotive distributor sales manager for the Thermoid Division of H. K. Porter Co., Inc. He will head up the automotive sales department, directing district managers and field sales representatives. Formerly sales manager for Gilbert and Barker Mfg. Co., Benton was at one time zone manager for Fram Corp.







Thomas C. Brown (top), formerly replacement sales manager for the newly-formed engine parts division of Gould-National Batteries, Inc., St. Paul, Minn., has been appointed general sales manager, replacing F. H. Harris, former vice president, who resigned to enter his own automotive battery and engine parts wholesale business in Memphis. H. C. Foster (bottom), former general sales manager of Gillett and Eaton and its subsidiary, Arrow Head Steel Products, succeeds Brown. A president of Automotive Booster Club B-6, Atlanta (Ga.), Brown has been associated with White Machine Works and the Gould-National organization since 1949, having been the firm's Southeast district sales manager until his appointment as sales manager of White Machine.

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Pensacola Electric Names Burell General Manager

JOHN Burell has been appointed general manager of Pensacola Electric Garage, Pensacola, Fla., according to President Edmond D. Henley.

Most recently sales representative in southern Alabama and northwestern Florida for Birmingham Electric Battery Co., Burell has built and driven racing cars, has been a teacher in manufacturer's technical service schools and a service manager for a large highway construction contractor. Dick Joseph continues as assistant general manager.

Pensacola Electric is 40 years old.

How Trucks Serve Us

MOTOR truck owners and operators in the U.S. paid a tax bill of about $3 billion in 1960, the Automobile Manufacturers Association reports in the new edition of its yearbook, *Motor Truck Facts*, just released.

The book shows that the nation's commercial vehicle fleet of nearly 12 million represents 42.2% of all trucks in the world.

Trucks account for one-sixth of the registered motor vehicles in this country, but produce one-third of all special motor vehicle tax revenues collected by state and federal governments, the AMA statistics reveal.

The 1960 truck tax contribution equaled more than one-fourth the amount spent by the nation on highways.

Taxes Triple in Decade

Truck taxes have nearly tripled in the last decade.

These and other aspects of the truck's role in the U.S. economy are told in 56 pages of charts and tables of the 1961 fact book.

The edition reports 1,190,000 motor truck factory sales in 1960, valued at $2,261,000,000. More than half the trucks sold were in the light class of 6,000 pounds or less.

U.S. manufacturers exported 205,400 trucks and motor buses worth $378,000,000 last year, an increase of 25% over 1959.

New-truck registrations of 11,967,688 units in 1960 more than doubled the 1941 total. California led all other states in 1960 with 104,244 new trucks registered.

The truck transportation industry provides jobs for 7,215,000 Americans—one out of every nine employed persons in the nation.

Other figures highlighted in *Motor Truck Facts:*

One-fourth of the nation's trucks —2,800,000—are on farms.

There are 57,000 U.S. truck fleets of ten or more units each.

More than 12,000,000 school children—35% of the nation's total—are transported to and from school by bus.

In 1959, nearly 700,000 trucks and buses were scrapped, more than during any previous year.

U.S. trucks traveled more than 123 billion miles in 1959, totaling 17.6% of all motor vehicle mileage.

Fifty-three per cent of truck trips are under five miles.

There are 6,454,000 motor truck drivers working throughout the United States.

Sixty-eight per cent of Florida's produce was shipped outstate by truck.

Eighty-seven per cent of motor vehicles were shipped from the factories by highway.

There were 2,842 truck and car rental firms throughout this country in 1958.

Texas had 347 exclusive truck dealers as of Feb. 1, 1961, and 1,481 total truck dealers. Other Southern and Southwestern states ranged well below these figures.

Tempo Products Names Wise

Tempo Products Co. of Cleveland, O., has appointed John Wise Southeastern regional sales manager with headquarters in South Daytona, Fla. Wise joined the company five years ago in its sales department in Cleveland.

Zac-Lac Appoints Ross

William P. Ross, Sr., of Louisville, Ky., has been appointed automotive sales representative for Zac-Lac Paint & Lacquer Corp., Atlanta, Ga., in a territory which includes western West Virginia and Kentucky.

Owatonna Names Devine

Thomas F. Devine has been named district manager in eastern Kentucky and southwestern Virginia for the tools and equipment division of Owatonna Tool Co., taking over the territory vacated by the retirement of J. R. McBeth. A native of San Antonio, Texas, Devine was formerly associated with Commercial Solvents Corp. as one of its sales representatives.

Yale, Okla., Store Opens

Luke Auto Supply has opened at 108 North Main in Yale, Okla. Marvin Luke is the owner.

Arc-Weld and **Better Built** lines have been added by **Al Jones & Son,** Tampa, Fla., according to senior partner **Al Jones, Sr.**



This within-hands-reach display has needled tool sales high for this jobber.

To Sell Tools, Let 'Em Handle 'Em!

AND that is why sales of tools have quintupled at Barnes Motor & Parts Co. at Wilson, N. C.

"We had thought that we might cut down on our inventory of tools as we were not doing much with them," commented R. E. Kirkland, Jr. (photo above), general manager and secretary-treasurer of Barnes. "We thought that maybe we would restrict them to a few items.

"However, we are happy that we followed a suggestion that we change the location of our display from boards above the back of the counter to spots on each side of the cashier's window.

"Sales have picked up five times from what they were. We have not done any special selling as the mechanics have been selling themselves. They come in and see the tools at hand's reach. They can handle them and select what they find to their liking."

Kirkland is president of the North Carolina Automotive Wholesalers Association and past president of the Virginias-Carolinas Automotive Wholesalers Association.

Leece-Neville Picks Baltimorean

Parks & Hull Automotive Corp., Baltimore, Md., has been appointed central distributor for the Leece-Neville line, covering Maryland, Delaware, District of Columbia and several counties in the Virginias.

Floridians to Highlight Workshop Activities

WORKSHOP activities will highlight the final day's program when the Florida Automotive Wholesalers Association holds its annual business conference at the Americana Hotel at Miami Beach Nov. 16-18.

With the exception of a short break for lunch, the workshops will consume the entire day on Saturday, Nov. 18, and will be so timed that those who wish may attend them all. Tables will be set up with a maximum of 12 jobbers at a table with a group leader at each to keep discussions in hand.

Specific subjects to be aired include sales, shop, credits and collections, financial management, inventory control and internal operation.

Opening day, Nov. 16, has been designated "Fun Day," with a golf tournament scheduled that will be open to all guests, plus a sightseeing tour, known as the North Bay Inland Waterway cruise, to see Miami, and shopping tour of the new Lincoln Road Mall.

A demonstration on a Univac 120, manufactured by the Sperry Rand Corp., using actual figures and invoices supplied by a jobber member, will take place in the evening of opening day.

Following simultaneous breakfast meetings of both directors and warehouse distributors on Friday, Nov. 17, the annual business meeting will take place. A manufacturers' and Boosters' meeting is set for the morning and the afternoon's agenda includes a manufacturer-jobber table conference.

An elaborate Hawaiian luau, followed by dancing, will conclude the meeting.

Georgians Name Mote Executive Secretary

THOMAS A. "Tommy" Mote of Atlanta has been named executive secretary of the Georgia Automotive Wholesalers Association, President Walter Shonhor of Atlanta announced.

Henry S. Clark, the well-known veteran of the aftermarket, will continue as executive director (aside from pursuing his interest in a rebuilding business) and Mote will make regular personal calls on wholesalers over the state, with a goal of 100 members by the month of December.

Mote, a native of Atlanta, came out of the Navy in 1957. He engaged in selling commercial printing and subsequently was sales manager for a book company. His address is Box 2402, Station D, Atlanta 18, Ga., phone 523-5842.

Purolator Products Promotes John Bury

PROMOTION of John Bury to assistant general sales manager of the Aftermarket Division of Purolator Products, Inc., has been announced by James B. Lightburn, vice president.

Formerly sales manager of the Warehouse - Distributor Division, Bury has been with Purolator since 1939. Presently, he is co-chairman of the Manufacturers Advisory Council for the Automotive Warehouse Distributors Association and is a member of the marketing committee of the Automotive Electric Association.

Gates Rubber President Dies in Denver

CHARLES C. Gates, 83, president of the Gates Rubber Co., died August 29 at Denver, Colo.

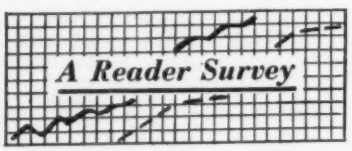
He was president of the company since its founding in 1911 as the Colorado Tire and Leather Co. in Denver. The firm was destined to become the nation's sixth largest rubber manufacturing concern, a multi-million-dollar corporation and one of the few remaining major United States companies still owned and managed by the founding family.

Sales Up for 60%; Warehouses Get Blame for Creating Bogus Jobbers

SALES volume this year is as high or higher than for the same period of last year for 78% of the wholesalers answering a survey mailed to 350 over the South and Southwest.

Sixty per cent listed higher volume, 18% reported the same and 22% recorded a decline—usually only a percentage point or two.

Too many people are being treated as jobbers who have no reason to be so classified, complained some respondents. For example, a long-time Southeastern wholesaler, a past



president of his state association and long recognized as an outspoken leader of the aftermarket, declared:

"The tendency of distributors to set up on jobber prices small accounts—even service stations, garages and car dealers—is dangerous to the industry and will eventually destroy redistribution.

"In addition, the practice is gradually eliminating sales at dealer level. The tendency to sell the good dealer at jobber and the consumer at dealer scares us."

And another Southeasterner asserted:

"Warehouses are fine except when they sell you and also your customer at cut prices. About 50% will do just that, using their extra discount to cut your throat.

"We are also having trouble on muffler and tailpipe shipments. The last five shipments have been either short or mixed up."

A West Coast Floridian said his sales were down 12% because of labor trouble and increased competition, adding that "many new jobbers with shops have affected our gross sales and profit."

Another Floridian termed his inability to get experienced help as his toughest problem.

"This year we hired two young men who had never looked inside a parts catalog," he said. "They wanted to learn the parts business. We are pleased with their progress."

"Business is good" was the comment of a central Mississippian whose sales were up ten per cent.

And from San Antonio came a report that one firm's sales were higher by 20%. "July is holding its own. Prospect for fall is good," was the comment.

A West Virginian blamed "the economy of the state" for his drop of one-half per cent, but added that the business picture there was "coming back up now."

A small-city Texan said that the "new- and used-car business has been better this year."

Sales climbed by four per cent for a small-city Missourian. "We have greatly increased our inventory to eliminate loss sales," he observed.

Another small-city Missourian said his volume was up three per cent "due to increased sales to the federal government."

A New Orleans house reported sales up 5½% but that "cost of operations is up"—echoing what has continued to bob up in reports to SAJ.

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K. C. Backus, Jr. (shown here), is manager of a branch store opened recently by Chesapeake Auto Supply Co., Inc., Norfolk, Va., at 884 East Little Creek Road in Norfolk. Backus was formerly counterman in the Norfolk store. The company this year marks its 41st year of service to the automotive market, Vice President S. J. Williams pointed out.



Epco has been added to the lines of **J. C. Hamilton Co.**, Tulsa, Okla., Sales Manager **J. S. Chalmers** announced.

* * *

Dan Dixon, son of **Gaston Dixon**, owner of **Ranger Auto Parts**, Ranger, Texas, has joined the company.

AWDA's 14th Meeting May Break Record

ATTENDANCE at the 14th annual convention of the Automotive Warehouse Distributors Association may break all records, according to President Robert Weber.

A preliminary count, Weber announced, indicates that some 500 delegates, alternates and guests will attend the meeting at the Hotel Muehlebach in Kansas City, Mo., Oct. 30-Nov. 1.

The tentative convention program includes a discussion on the advantages of "going public" by Frank W. North of Barret, Fitch, North and Co., nationally-known investment firm, plus the announcement of two new association projects. Private conferences between top management personnel of distributors and manufacturers are being scheduled automatically by Remington-Rand Univac to assure greater speed and accuracy in the scheduling.

An awards and presentation dinner will be held Tuesday evening, Oct. 31, following the manufacturers' cocktail party and reception. Dinner highlight will be the presentation of the annual president's award to the "Automotive Man of the Year."

Murray Ferber Sets Up Coral Gables Firm

MURRAY Ferber & Associates, sales agency representing automotive parts manufacturers in the aftermarket in Florida, has been established at 47 South Prospect Drive, Coral Gables 33, Fla., by Murray Ferber, former sales manager for Precision Automotive Components Co., Manchester, Mo.

Ferber, whose new organization began operations Sept. 1, was at one time national sales manager for Supco Products Co., a basic manufacturer in the brake parts field. Plans are in the making, he said, to add necessary manpower for complete jobber coverage.

Gates belts and hose have been added by **Greiner Auto Parts Co.**, New Orleans, La., according to Sales Manager **Philip Chiarello.**

* * *

Lisle has been added to the lines of **Carolina Rim & Wheel Co.**, Charlotte, N.C., **Edw. MacClements** announced.

* * *

Motorcraft, Capac fuel pumps and **Fram** filters have been added by **Eubanks Auto Parts**, Midland, Texas.



Officers and directors who will steer the Kentucky Automotive Wholesalers Association for the coming year are (l. to r.): seated, T. H. Gill of Bowling Green, immediate past president; Chester Wolfe of Middlesboro, president; Gaylord Pack, Jr., of Paintsville, treasurer; W. D. Taylor of Lexington, first vice president, and George W. Wilson, III, of Lexington, executive secretary; standing, directors C. W. Dixon of Elizabethtown, A. J. Toncray of Maysville, Fred Vescio of Hazard, S. W. Harvey of Ashland, W. P. Smith of Lexington, Emil G. Hoehler of Louisville, Ben Keam of Covington, George Burton of Corbin and Jim Carter of Paducah. Not present when picture was made were Jones Baber of Owensboro, second vice president, and directors Curt Chandler of Corbin, Matt Habaker of Paducah, R. B. Boady of Glasgow and George More, Jr., of Owensboro. The convention attendance set a new record for KAWA.

Kentucky Meeting Okays Vehicle-Safety Program

A RESOLUTION backing a five-point program for vehicle safety sponsored by Governor Bert Combs was enthusiastically endorsed at the Kentucky Automotive Wholesalers Association's third annual convention in Lexington last month.

Pledging their support to see the program enacted into law during the next session of the general assembly, convention guests heard Senator Shelby Kinkead and Ted Bassett, deputy commissioner of public safety, outline the importance of the legislation and ways in which they could assist in building public support of the measure.

Morning seminars on credit control were led by Walter Warren of Womwell Automotive Parts Co., Lexington, and on customer relations by Ben Keam, Jr., of Monarch Auto Supply, Covington.

J.A. "Jack" Bryant of Bowling Green, president of Automotive Service Industry Association, opened the first general session with a discussion of the future of the wholesaler in tomorrow's economy.

Other speakers included Arthur Wolff of East St. Louis, Ill., and John Mattingly, supervisor of the State Department of Vocational Education. Mattingly outlined work his department had been doing with the KAWA vocational committee and courses which will be available for wholesalers to offer their employes this fall at very little cost to employer or employe.

Dr. Kenneth McFarland of Topeka, Kan., addressed the annual banquet.

Newly-elected officers are Chester Wolfe of Middlesboro, president; W. D. Taylor of Lexington, first vice president; Jones Baber of Owensboro, second vice president, and Gaylord E. Pack, Jr., of Paintsville, treasurer.

Directors are Matt Habaker of Paducah, R. B. Broady of Glasgow, C. W. Chandler of Corbin, Fred Vescio of Hazard, S. W. Harvey of Ashland, Ben Keam. Jr., of Covington, W. P. Smith of Lexington, R. E. Potter of Frankfort, Le Roy Prewitt of Liberty, C. W. Dixon of Elizabethtown and George More, Jr., of Owensboro.

Aftermarket Sales Show 7.53% Gain

AUTOMOTIVE aftermarket sales in the first half of 1961 exceeded the first six months of last year by 7.53%, according to 168 usable replies to a quarterly survey conducted among members of Motor and Equipment Manufacturers Association.

Manufacturers reporting gains outnumbered those with lower sales almost two to one. By actual count 105 were up and 56 were down. Seven showed no change. Second-quarter sales this year were up 7.3% over the first three months.

Sales of accessories, with 31 reporting, showed an average increase of 2.8% in the first six months of this year over the corresponding period of last year. Average second three-month gain over the first quarter in 1961 was 2.6%

Seventeen chemical manufacturers reported increased sales in the first six months of this year ranging from 90% to 5/10 of one per cent for an average increase of 21.7%. Second-quarter sales averaged a 2.6% gain.

A total of 68 manufacturers of replacement parts registered an overall average gain of 8.5% for the first six months of this year, compared with the corresponding period last year, and second-quarter sales this year showed an average increase of 10.7% over the first quarter. A gain of only .24% was reported by 38 manufacturers of shop equipment, service tools and related equipment for the six-month period. Second-quarter sales this year for that group appeared more encouraging, with 23 showing gains, 11 with declines and three showing no change.

Kimco Names Florida Firm

Kimco Auto Products, Inc., Memphis, Tenn., has appointed Jobbers Warehouse Service, Inc., of Orlando and Tampa, Fla., warehouse distributors in a continuing expansion program, according to Daniel Davis, Kimco sales manager. The company recently expanded manufacturing facilities with the opening of a new plant devoted entirely to the bonding of brake shoes.

Georgians Pick Dec. 3-4

Annual meeting of the Georgia Automotive Wholesalers Association will be held at the Heart of Atlanta Motel in Atlanta Dec. 3-4. Walter Shonhor of Atlanta is president.

Minimizing Past Dues

"OUR past dues are in probably the best condition they've ever been in."

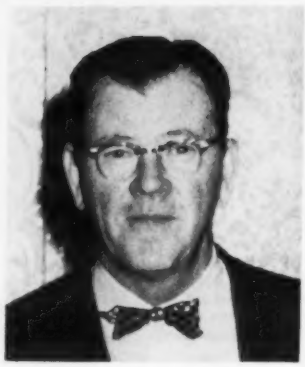
That statement, almost unbelievable these days in view of the experience of so many jobbers, came last month from Oscar Newberry, who heads up Piedmont Auto Supply Co., Spartanburg, S.C.

The next thing would be to list, one by one, exactly what elements can account for this happy picture. But the South Carolinian was unable, even during an interview extending over an hour, to put his hand on any one specific contributing factor, unless it could be:

"When we open up an account, I guess we make it pretty clear that we're going to shut them off when they fail to meet their obligations to us."

That has become the "reputation" of the company, and possibly the customers have found that, with only a rare exception, the firm sticks to it, Newberry said.

"When a man's drowning, if you try to grab him he's just going to



get hold of you and take you on down with him," said this wholesaler in illustrating his belief it's better to shut 'em off and lose any further business from them than to "drown" with them.

"We usually can tell who's going to be good pay and who is not," he detailed. "I believe that often the fact you have faith in a man and let him know it will tend to make that man pay you, even if some may find him a poor risk. A person doesn't like to 'let down' a man who has faith in him. On the other hand, you can get mad and tell a customer off who hasn't been paying you, and all you do then is make it certain that he'll never give you any business later, assuming he gets himself out of his financial jam."

There have been instances when Mrs. Newberry has been active in the office and has gone out to call on a delinquent. Commented Newberry:

"She doesn't try to put on a lot of pressure but will tell them that she doesn't understand what's happened to the customer as she is sure they are not 'bad pay.' She talks with them casually and explains that when our money is tied up in accounts receivable it limits our ability to restock our own inventory for that and other customers. It seems to make sense to our customers when she talks that way."

Incidentally, the three salesmen (who travel a territory as far as about 60 miles from Spartanburg) are paid on a percentage of sales—not percentage of collections. However, they are, quite naturally, kept advised on any accounts which seem to be slowing up on paying.

A factor not taken into consideration by Newberry was his own background. He has been a jobber for around a generation and earlier he was a mechanic in Alabama. The latter has enabled him to know well the problems of the serviceman and to understand some times why a customer may not be able to pay as promptly as he might like.

The company personalizes itself through constant distribution of humorous cards playing up human frailties or the lighter side of living. The atmosphere in the headquarters building, too, is of a relaxed nature—not the hurly-burly of an operation set solely on a goal of reaping dollars as fast as possible.

For example, FM music is picked up from a local radio station. Often it's classical and at times may not be appreciated as much as some of a lighter vein, but it does obviously contribute to the relaxed air one might often expect to find in a properly operated home.

DISPLAY and SELL

VAN GUARD mats

DOOR-TO-DOOR FLOOR PROTECTORS

Featuring Brilliant Gold Mylar Emblems

Colors: Black, red, blue, white, turquoise, gray, cordovan.



Sell the Ace mats which are so popular because they are so beautiful and fit so well. Made of quality "live" rubber, with deep rib design. Skid-proof backs.

SELF-SELLING ACE DISPLAY

Get higher profit from sales space. Show Ace mats and show profits from your sales.

At Better Jobbers Everywhere

ACE RUBBER PRODUCTS, INC.

100 Beech St. Akron 8, Ohio

Ga. Company Names Kaupman

W. A. Kaupman has been appointed sales manager for Dynamic Center Engineering Co., Inc., Norcross, Ga., manufacturer of passenger and truck wheel balancing instruments and semi-automatic and automatic tire-changing equipment.



John Bynum (center), Atlanta district sales manager for Ford Motor Co.'s Motorcraft Division, checks a shipment of 150,000 Ford Autolite spark plugs—the first full truckload to arrive in the South—with W. C. Collins (left) and W. W. Warr, Jr., of his Atlanta office staff. The shipment includes new replacement spark plugs for Ford, Chrysler and American Motors passenger cars. The Auto Electric & Magneto Co., Atlanta distributor, received the bulk order.

Genuine Parts' Income Continues Upward

NET income—as well as over-all sales—of Genuine Parts Co., Atlanta, has continued to rise this year as it has been doing in past years.

In the report to stockholders covering the first six months of this year, Board Chairman Carlyle Fraser announced that net sales totaled $38,004,867, compared with $35,956,633 the same period of 1960. Net income for the two periods amounted to $1,218,150 and $1,141,719, respectively.

The chairman commented:

"We are pleased to report record sales again for our first six months—over five per cent ahead of last year. We are even more pleased to report record profits—almost seven per cent ahead of last year and slightly ahead of our record in 1959."

Walker Names McKee Filter Sales Head

THE appointment of A. B. McKee as manager of filter sales for Walker Marketing Corp., Racine, Wis., has been announced by W. E. Rapp, vice president—wholesale sales.

McKee has been engaged in sales activities with the company for more than 14 years, most recently as district manager in the Washington, D. C., area. F. Richard Redcay replaces McKee in Washington.

West Virginian Sells Seat Belts, Safety

"WE HAVE taken on seat belts and helped the various plants in our valley on safety programs with great success," announced E. R. Young, Jr., buyer for Motor Car Supply Co., Charleston, W. Va.

Over 3,000 seat belts have been sold, Young said.

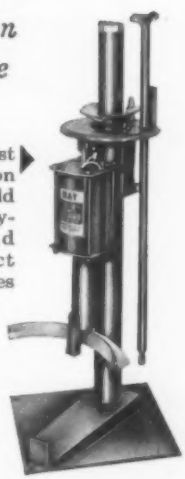
Compare these Power-Packed Changers for the Best Dollar Buy on the Market!

- *Easy-to-operate*
- *No sidewall scrape*
- *Frees beads instantly*
- *Maximum Air-Power*
- *All Steel Construction*
- *Full 1 year guarantee*



MODEL 62 The fully powered, air-electric Tire-Matic 62 is the fastest, easiest to operate tire changer available! Designed for high-volume, quick effortless changes the easy-to-operate 62 has a power turntable and double-disc bead breakers that free *both* tire beads at the same instant.

MODEL 58D The low-cost 58D has a quick-action air-powered wheel hold down and an extra heavy-duty JET-FLO Bead Breaker. The compact 58D handles all car tires including 12" wheels.



Models from $109.50

New 12 page catalog gives information on the entire May line of tire changing equipment. Send for free copy today!



MAY BROTHERS MFG. CO. 21300 Eureka Road • Taylor, Michigan



. . . AND HIS
WINNING ACES!

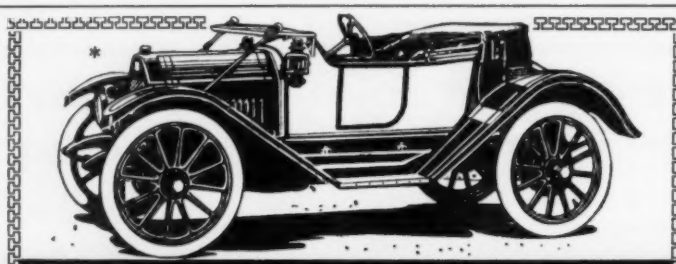
CHEMBOND Patches . . . for chemical repairs. Light weight and flexible with extremely tapered edges. Designed for hot or cold application. Three round and two oblong sizes to repair most injuries.

*Specially formulated CHEMBOND Cement is the perfect vulcanizing activator for ACE — or any chemical patch.



Workbench Dispenser holds an assortment of CHEMBOND materials available and clean from dirt and grease. Contents: 120 small round, 30 medium oval, 30 small oval, 20 medium oval, ½ pt. CHEMBOND Cement, Buffer-Stitcher — all that is necessary for an ACE-perfect repair job.

ACE RUBBER CO.
DALLAS 22, TEXAS



...TIMES HAVE CHANGED...

STOP
EXCESSIVE LINING WEAR!



Today's powerful cars are constantly subjected to extreme heat that destroys tension of brake shoe return springs—causing fading and rapid lining wear.

To insure maximum cooling area between the lining and drum, always install LEE Heavy Duty Brake Shoe Return Springs on every reline. They are packaged in Axle Sets! Look for the green and yellow box from your jobber.

A complete line of packaged brake shoe return springs and brake hold-down parts for passenger cars and trucks.

Write for Catalog No. 260

Lee MFG. CO.
1527 - 26th Street, Santa Monica, California

*Car shown above is 1911 Molini



F. H. Harris, who recently resigned as vice president—sales, engine parts division of Gould-National Batteries, Inc., now heads his own automotive battery and engine parts wholesaling firm in Memphis, Tenn. Formerly Battery Warehouse, Inc., the company has been renamed Battery & Parts Warehouse, Inc., and will distribute the Gould-National line of batteries, as well as warehouse complete stocks of piston rings, engine parts, filters and allied parts. Harris had been with Gould-National since 1941 and was formerly a vice president and brand sales manager of the automotive battery division.

•

American Parts Co. Buys Georgia-Based Company

PURCHASE of the Savannah, Ga.-based Motor Supply Co., operating nine wholesale parts outlets in Georgia and South Carolina, by American Parts Co., parts division of Gulf & Western Industries, Inc., has been announced by Thomas F. Plant, American Parts president.

Established in 1919, Motor Supply is a parts distribution firm owned by Hastings Mfg. Co., with annual sales of $1,700,000 in 1960. The company was purchased in a transaction involving cash and notes. Its direction will be the responsibility of Clyde E. Hawkins, president of Patten Sales Co. of Jacksonville, Fla. The Florida firm was acquired by Gulf & Western earlier this year.

Motor Supply's outlets are situated in Savannah, Augusta, Waycross, and Brunswick, Ga., and at Aiken and Beaufort, S. C. No personnel changes are anticipated among the firm's 70 employes, Hawkins said.

Louisianans Set Oct. 27-28

The eighth annual convention of the Automotive Wholesalers Association of Louisiana will be held in New Orleans Oct. 27-28.

Texans to Air Sales Tax

By October 11, first of the three days of the annual convention and booth conference for the Automotive Wholesalers of Texas in San Antonio, the first retail sales tax for Texas will have been in effect for 40 days and a number of questions will have accumulated, it is expected, in the minds of Texas distributors and jobbers.

So one of the features of the program will be a thorough explanation of how the tax will affect the aftermarket in Texas, according to Yancy Robertson of the firm of Robertson and King, Dallas, and president of AWOT. There will be an explanation of the association's new group life insurance program.

Robertson said that his last information from G. C. Morris, executive director of the association at the Austin headquarters, indicated that the forthcoming convention and booth conference will be one of the best-attended in association history. Morris reported by mid-August that approximately 50 booths had been sold for the conference.



ASIA President Bryant

Two months ahead of the convention most of the principal speakers and discussion topics had been selected.

Among the speakers are Norman Cohen on "What Type of Advertising Is Good for Jobbers" and Lloyd L. Lott on "How to Get More of Your Money Back Through Safety."

One of the principal speakers will be the president of Automotive Service Industry Association, J. A. "Jack" Bryant of Bowling Green, Ky., on a subject to be announced, and John W. Nerlinger, Jr., executive secretary of the National Congress of Petroleum Retailers, will discuss progress being made to "Keep Our Markets Free." Other speakers scheduled are Dr. Carl S. Winters of Chicago and Dr. Charles L. Lapp of St. Louis.

Another discussion of value to those in the aftermarket in Texas will be centered upon state unemployment compensation regulations, and for this part of the program three representatives of the Texas Employment Commission will be in attendance.

One of the two mass entertainment features will be a buffet dinner within San Antonio's "La Villita," a complete minature village that could have been transplanted direct from Old Mexico. Then there will be the annual fellowship hour and banquet on Friday night, Oct. 13, to close the convention.

Officers of the association, in addition to Robertson, are:

Wayne Bull, first vice president, Wayne Bull Auto Parts, San Antonio; J. E. Wilson, second vice president, Motor Machine and Supply, Houston; O. D. Reed, secretary, Quicksall-Pryor Co., Lubbock and Poncho Oatman, treasurer, Walter Tips Co., Austin.

Five Southerners Named By Blue Heron Crane

Five Southern representatives of Blue Heron Crane Co., Oakland, Calif., manufacturers of cranes and automotive equipment for 30 years, are:

Carl Walden of Charlotte, N. C.; The Minnich Co. of Atlanta, Ga.; Stanley Bowles of Dallas, Texas; Frank Libby of Prairie Village, Kan., and Baie Bushie of Louisville, Ky. Ed Ploss of Philadelphia also represents the company.

Charlestonians Open Another

A second branch has been opened by Bagwell-Elliott Co., Charleston, S. C., and this time it's west of the Ashley River on U. S. 17 (going south). Robert L. Lindenburg is the manager. The branch "has shown a steady increase in volume," commented J. B. Bagwell, Jr. "It is my belief that branch stores in large metropolitan areas are a jobber's best hope of retaining his sales volume."

it's new and easier to handle...

GUNK®

C-C

CARBURETOR CLEANER



You never had one so good as GUNK C-C! It's the safe, 100% active carburetor cleaner that cleans clean! Digests all carbon residue, varnish, tars, and grease. Available now in 5 gallon size bench kits with or without parts basket . . . also 15, 30 and 55 gallon size drums. See your GUNK Jobber, or ask us for details.

"Dunk 'em in GUNK"

NOW—The choice is yours—
GUNK CC—The easiest carburetor cleaner to work with.
GUNK HS—The world's most powerful carbon digester!

® Reg. trade mark.

Gunk

GUNK CHICAGO CO., River Forest, Illinois
serving the Midwest and Southwest

RADIATOR SPECIALTY CO., Charlotte, No. Carolina
serving the East, Southeast and far West

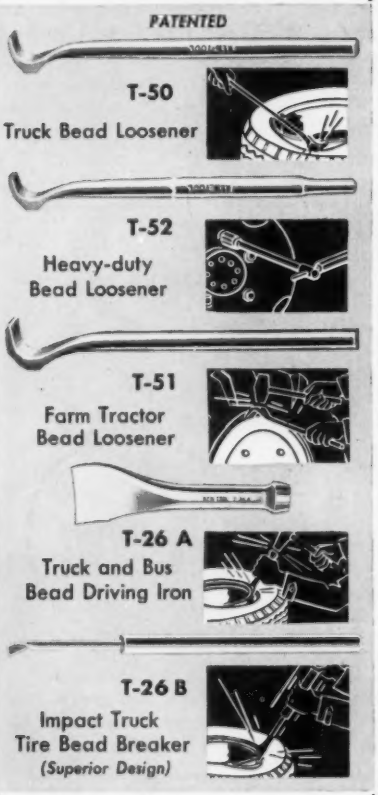
In Canada: RADIATOR SPECIALTY CO. OF CANADA LTD. TORONTO

Change Truck Tires EASIER with

JOB-DESIGNED
KEN-TOOL
QUALITY BEAD LOOSENERS

Free frozen beads quickly with exclusive Ken-Tool Bead Looseners. They provide greater leverage . . . loosen the most stubborn truck tire beads quickly, easily.

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T-50
Truck Bead Loosener

T-52
Heavy-duty Bead Loosener

T-51
Farm Tractor Bead Loosener

T-26 A
Truck and Bus Bead Driving Iron

T-26 B
Impact Truck Tire Bead Breaker
(Superior Design)

SEE YOUR JOBBER on the complete line of *Job-Designed* Ken-Tools. Forged by the largest exclusive manufacturer of top-quality Tire-changing Tools and Equipment. THE KEN-TOOL MFG. CO., AKRON 5, OHIO.

JOB-DESIGNED
KEN-TOOLS
TIRE-CHANGING TOOLS KNOWN, USED AROUND THE WORLD

Garageman to Address South Carolinians

WATHELL YON of Charleston, immediate past president of the Independent Garage Owners of South Carolina, will address the annual convention of the South Carolina Automotive Wholesalers Association, to be held Nov. 9-10 at the Fort Sumter Hotel in Charleston.

J. B. Bagwell, Jr., of Charleston, program chairman, also announced these speakers: Dr. Charles E. Irvin of the General Motors Public Relations Department, Governor Ernest F. Hollings of South Carolina, J. A. "Jack" Bryant of Bowling Green, Ky., president of the Automotive Industry Association, and three editors —Ray Barnett of *Jobber Topics*, Charles H. "Chuck" Davis of *Jobber Product News* and William C. "Bill" Herbert of SOUTHERN AUTOMOTIVE JOURNAL.

Guy M. Tarrant of Columbia is president of SCAWA.

Ford Elevates Bleeker To Head Carlite Sales

H. G. BLEEKER has been named Carlite glass sales manager for the Autolite Division of Ford Motor Co., according to J. S. French, division general manager.

Headquartered in Dearborn, Bleeker will be responsible for marketing Carlite automotive replacement glass and all flat glass produced in Ford Motor Co.'s glass plants situated in Dearborn and in Nashville, Tenn.

Bleeker joined Ford in 1942 in the company's war-time department. He went to central purchasing staff in 1946 and was senior steel buyer there in 1952, transferring later during that year to the Metal Stamping Division. He returned to central purchasing in 1955 and in 1958 he was transferred to the company's glass division.

Electric Autolite and Others Form Mexican Operation

FORMATION of Industria Electrica Automotriz, S. A., in the Mexico City area, to manufacture a complete line of automotive electrical equipment, including starting motors, generators and ignition systems, has been announced by The Electric Autolite Co., Productos Para Industrias and a group of Mexican investors.

Products will be marketed under the Prestolite trade name. The company will also manufacture private label parts. Initially, it will utilize the present facilities of Productos Para Industrias, which has been manufacturing horns and regulators under license from The Electric Autolite Co.

Church Replaces Lee At AC Spark Plug

APPOINTMENT of John R. Church as director of distribution and marketing at AC Spark Plug Division of General Motors, succeeding William C. Lee, who joined Buick Motor Division as parts and accessories manager, has been announced by E. H. Francois, AC general sales manager.

Church joined AC in 1940 as a salesman. He became manager in 1947 of a territory which included Louisville, Ky., moving up to merchandising manager in AC's Flint, Mich., sales office in 1954.

Lee, who began his GM career in 1946 as a dealer merchandiser in Chicago for AC, was at one time zone manager in St. Louis. He succeeds Paul E. McCracken, 62, a native of Crawford, Texas, who retired after 30 years' service.

NEW FROM PICK!

A Full Line of Hydraulic
BRAKE PARTS

SPECIAL OFFER!



Two money saving deals on Pick Wheel Cylinder Repair Kits

Two Wheel Cylinder Repair Kit assortments to choose from. Each assortment contains coupons worth $1.00 credit against purchase of Pick Exchange Shoes.

DEAL #4—Contains ½ dozen each of the 8 most popular kits (48 kits) and 4 $1.00 coupons.

DEAL #9—Contains 1 dozen each of the 8 most popular kits (96 kits) and 9 $1.00 coupons.

ASK YOUR PICK JOBBER

Pick
MANUFACTURING CO.
AUTOMOTIVE DIVISION
WEST BEND, WISCONSIN

Pick HYDRAULIC Brake Parts



Earley Auto Supply, Greer, S.C., has opened this, its first, branch at Wellford, S.C., with George Harrison as manager. Secretary-Treasurer Bill Earley announced. This 30' by 50' facility will serve Lyman, Duncan and Startex areas. The company, of which Clarence Earley is president, opened its operations in September 1954.



ASIA and Boosters Unite Forces

AFFILIATION of 3,500 Boosters through their local clubs with Automotive Service Industry Association has been announced by ASIA President J. A. "Jack" Bryant of Bowling Green, Ky., and M. I. Hudson of Jacksonville, Fla., president of Automotive Booster Clubs International, Inc.

Approved at special meetings of the directors of ASIA and ABC International, the affiliation is, the presidents emphasized, a step taken to strengthen the industry through mutual support of nationwide programs.

Bryant and Hudson stressed that the liaison will not affect the autonomy of either association. Each group, however, will be granted the privilege of appointing an ex-officio director to the other's board of directors.

Chicago Pneumatic Tool Names R. B. Miller

CHICAGO Pneumatic Tool Co. has appointed Russell B. Miller general sales manager, with headquarters at the New York general offices.

A veteran of more than 25 years with the company, Miller was initially employed at its Franklin, Pa., manufacturing facility. He was transferred to the sales department at Birmingham, Ala., and later appointed assistant manager of the Atlanta district in 1939, becoming manager in 1952.

Roland L. Smith succeeds Miller in the Atlanta district. He formerly spent 15 years in the company's Houston district.

IF YOU HAVEN'T RECEIVED YOUR

NEW CATALOG

WRITE FOR IT NOW!

Power Steering Hose Assemblies and Make-Up Kits

•

Hydraulic Brake Hose for Cars, Busses, Trucks, Domestic and Foreign

•

Rocker Arm Lubricating Kits

•

Flexible Fuel Lines

•

Copper Gas & Oil Lines

PLANET
METAL PRODUCTS CORPORATION
966 DEAN STREET, BROOKLYN 38, N.Y., U.S.A.

FREE!

FOR DEALERS WHO SELL FAMOUS FRAM "WEAR-GUARD" FILTERS

6 GIFT CERTIFICATES
(Free with 6 Doz. Cartridges)



BERNZ-O-MATIC TORCH KIT — King-size kit for home and hobby work. It's just one of the many nationally advertised gifts you can get ABSOLUTELY FREE in FRAM'S MILLION $$$ GIVEAWAY. Gifts are your reward for selling Fram "Wear-Guard" Filters — today's fastest moving filters — proved to trap up to 40% more dirt than any other filter tested.

STOCK UP ON FRAM FILTERS GET FABULOUS FREE GIFTS!

With every 24 Fram Filters you buy, your supplier gives you 2 Free Fram Gift Certificates. Redeem them immediately or save them for gifts of higher value.

CLIP COUPON AND MAIL TODAY!

FRAM CORPORATION
DEPT. MG
Providence 16, R. I.

I want to get my share of Fram's Million $$$ Giveaway. Please send me catalog of free gifts.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MY SUPPLIER'S NAME IS _____

Opelousas, La., Firm To Double Its Size

DIMMICK Supply Co., 380 W. Landry, Opelousas, La., is constructing a two-story building at the same address which will double the size of the present building.

On-the-street parking will be available for approximately 25 cars and a large parking lot in the rear of the building will accommodate factory salesmen and customers. The second floor, in addition to supplying more warehouse storage, will house offices and a conference room.

The company opened in 1929. Ira C. Dimmick is president; H. L. Hutchinson, sales manager, Clem Hebert, general manager, and Emery Venable, store manager and buyer.

ASIA Records Gain Of 382 Members

AN INCREASE of 382 member-firms in the past year has been recorded by the Automotive Service Industry Association in a recently-published supplement to the first edition of the ASIA Membership Directory which was published in mid-1960.

The supplement reveals 305 new wholesaler members, 45 manufacturers, 22 warehouse distributors, ten rebuilders and one trade press associate. As in the directory, the supplement lists such information as the name of the members, address, telephone number, official delegate and title, and branches or affiliated companies.

Included among the new rebuilder members are the Larry Lewis Co., Inc., Kansas City, Mo., and Unit Service Exchange Co., Atlanta, Ga.

Five Southerners Join AERA Membership

FIVE Southern companies recently admitted to membership in the Automotive Engine Rebuilders Association are:

Auto Machine & Parts Co. of Savannah, Ga., Harrell & Beverly Automotive Co. of Sanford, Fla., Precision Motor Works, Inc., of Memphis, Tenn., Roy's Auto Parts, Inc., of Key West, Fla., and The George Williams Co. of Baltimore 18, Md.

To Jobbers'

Shop Men:
Got any good shop ideas?
See page 151 for the "pay off."

P & D Appoints Clarke For the Southwest

ROY E. Clarke has been appointed regional sales manager for P & D Mfg. Co., Inc., Long Island City, N. Y., covering Arkansas, Louisiana, Oklahoma and Texas.

His many years' experience in the automotive field began when Clarke joined his late father, who operated one of the first Chevrolet agencies in Texas. He will supervise the work and territories of four field engineers now calling on automotive wholesalers in the area and working with them at the service level.

Columbus Parts Names Kain

Donald E. Kain of Havertown, Pa., has been named manager for The Columbus Parts Corp. in a territory including Delaware and Maryland. Kain was formerly district automotive manager for The Simoniz Co.

Klean-Strip Appoints Poynter

Lewis A. Poynter of 2808 North West 44th, Oklahoma City, Okla., has been appointed representative for the Klean-Strip Co., Inc., Memphis, Tenn., in his state.

MANUFACTURERS' AGENTS
REPRESENTING OUR ADVERTISERS

The (AAR) and/or (B) following many listings indicate membership in the Automotive Affiliated Representatives and/or the Automotive Booster Clubs International.

ALABAMA

Alan Sales Co., Birmingham (B)
Acme Air Appliance Co., Inc.

Herman J. Downey, Birmingham
National Brake Block Corp.

W. P. Piperburg, Birmingham
Houser Engineering & Mfg. Co.
Lee Filter Company

FLORIDA

R. L. Bridges & Associates, Gainesville (B) (AAR)
Pick Mfg. Co.

Alemite Co. of Florida—Jacksonville
Alemite Div.

Hirsig-Brantley Co., Jacksonville (B)
Fram Corporation
National-Detroit, Inc.

J. H. Jones, Jacksonville (B)
Bishman Mfg. Co.

Floyd Ware—Jacksonville (B)
Pit Bar Mfg. Co

Milton E. Cadden, Miami (B)
Marson Corp.

Maxim Hershey, Miami (AAR)
Alondra, Inc.
Doan Mfg. Co.
Planet Metal Prod. Corp.

Max Yaras, Tampa (AAR) (B)
Ace Rubber Co.
National Brake Block Corp.

GEORGIA

Aaron & Bell, Atlanta (AAR) (B)
Dupli-Color Products Co.
Everhot Products Co.
Stant Mfg. Co., Inc.

Clark-Richards Co., Atlanta (AAR) (B)
Herbrand Div.

Carl Clifton—Atlanta (B)
Eaton Mfg. Co. (Pressure Caps)

I. C. Dimmick, Atlanta (B)
Champion Pneumatic Machinery Co.

Gene Fike, Atlanta (AAR) (B)
Storm-Vulcan, Inc.

Ray Gandy—Atlanta (B)
Griffin Lamp Co.
Ideal Corp.

John Gleason—Atlanta (B)
Anthes Div.

McDonald, McPherson & Bowling, Atlanta (AAR) (B)
Motive Equipment Co.

W. L. Morris, Atlanta (B)
Spray Products Corp.

N. A. Williams, Atlanta (AAR) (B)
Blackhawk Hand Tools
Breeze Corp.
Gojer Co.
Ken Tool Mfg. Co.

Edward Zinnell, Atlanta (B)
Lee Filter Corp.

F. H. Williams Co., Covington (AAR) (B)
Acme Air Appliance Co., Inc.
Monkey Grip Sales Co.

KANSAS

H. E. Russell, Iola (AAR) (B)
Hein-Werner Corp.
Pick Mfg. Co.

Charles L. Sparks—Mission (B)
Champion Pneumatic Machinery Co.

Marvin Crouch—Prairie Village
Breeze Corp.

Harvey Wise, Shawnee-Mission (AAR) (B)
Alondra, Inc.

KENTUCKY

J. Paul Saunders, Bowling Green (AAR) (B)
Bishman Mfg. Co.
Monkey Grip Sales Co.

Lee B. Hughes, Louisville (B)
Acme Air Appliance Corp.
Gojer, Inc.
Storm-Vulcan, Inc.

M. C. Poindexter—Louisville
John Bean Div.

MARYLAND

Cook Sales, Inc., Baltimore
Eaton Mfg. Co. (Pressure Caps)

Wallace Dent, Baltimore
Everhot Prod.

W. S. Kneavel & Co., Baltimore (AAR) (B)
Pick Mfg. Co.
Pit-Bar Mfg. Co.

Tom Wilmer, Baltimore (B)
Storm-Vulcan, Inc.

Walter L. Breeding—Towson
Champion Pneumatic Machinery Co.

MISSISSIPPI

Southern Sales Co., Jackson (AAR)
Champion Pneumatic Machinery Co.

C. Guy Keen, Meridian (AAR)
Anthes Div.
Dole Valve Co.
Ideal Corp.
Wix Corporation

MISSOURI

Gordon Brooks, Independence (AAR) (B)
Planet Metal Prod. Corp.

R. S. Black, Kansas City (B)
Lee Filter Corp.

C. N. Buettner, Kansas City (B)
Acme Air Appliance Co., Inc.
Anthes Div.
Ideal Corporation
Monkey Grip Sales Co.

Dennis Company, Kansas City (AAR) (B)
Dole Valve Co.

R. O. Dickey & Co., Kansas City (AAR) (B)
Eaton Mfg. Co.

Doring & Eyer, Kansas City (AAR) (B)
Everhot Products Co.

G. D. Heath Co., Kansas City (AAR) (B)
National-Detroit, Inc.
Spray Products

John D. How Assoc.—Kansas City
Dupli-Color Prod. Co.
Pit-Bar Mfg. Co.

Charles H. Koslowsky, Kansas City (AAR) (B)
Bishman Mfg. Co.

Mosher-Williams, Inc., Kansas City (AAR) (B)
Fulton Sylphon Div.

M. H. Swanman, Inc., Kansas City (AAR)
Champ-Items, Inc.
Gojer, Inc.
Wix Corporation

J. F. Tapp Co., Kansas City
Blackhawk Hand Tools

Paul K. Wilcox Co., Kansas City (AAR) (B)
Stant Mfg. Co., Inc.

Don Ayd, St. Louis (AAR) (B)
Bishman Mfg. Co.

George M. Gille, St. Louis (AAR)
Champion Pneumatic Machinery Co.

Russ Nixon, St. Louis (AAR) (B)
Gunk Laboratories, Inc.

NORTH CAROLINA

E. F. Baesel—Charlotte
Houser Eng. & Mfg. Co.

Sidney Butz, Charlotte (AAR)
Fulton Sylphon Div.

John Cain, Charlotte (B)
Spray Products Corp.

P. L. Wimberly & Assoc.—Durham (AAR) (B)
Ideal Corp.

J. S. Longdon, Greensboro
Champion Pneumatic Machinery Co.

A. W. Mansfield, Greensboro
Storm Vulcan, Inc.

OHIO

Benasich-Diachuk Assoc.—Cleveland
Alondra, Inc.

O. T. Hillshafer—Newark
Storm-Vulcan, Inc.

OKLAHOMA

B. A. Kline, Oklahoma City (B)
Bishman Mfg. Co.

Jim Permenter, Tulsa
Spray Products

L. T. Solomon, Tulsa
Champion Pneumatic Machinery Co.

TENNESSEE

C. R. Cunningham, Memphis (B)
Griffin Lamp Co.

Jan Major Co., Memphis (AAR) (B)
Pit-Bar Mfg. Co.

Earl Potter, Memphis (B)
Champion Parts Rebuilders, Inc.

P. Stubiefield, Memphis (B)
Champion Pneumatic Machinery Co.

J. R. Sullivan, Memphis (AAR) (B)
Eaton Mfg. Co. (Pressure Caps)
Houser Eng. & Mfg. Co.

McEwen Cherry Co., Nashville (AAR) (B)
Binks Mfg. Co.
Champ-Items, Inc.
Dole Valve Co.

General Sales Assoc.—Nashville (AAR) (B)
Fulton Sylphon Div.
Spray Products Corp.

TEXAS

Battle & Davis Sales Co., Dallas (B)
Ace Rubber Co.

F. J. Brogan, Dallas (AAR) (B)
Alondra, Inc.
Anthes Div.
Monkey Grip Sales Company

Caphton & McEvoy Co., Dallas (AAR) (B)
Hein-Werner Corp.

John M. Carter—Dallas
Continental Piston Ring Co.
Houser Eng. & Mfg. Co.

H. M. Cree Co., Dallas (AAR) (B)
Breeze Corp.
Fulton Sylphon Div.

Crockett-Jordan-Duncan Co., Dallas (B)
Spray Prod. Corp.

P. H. Ebeling, Dallas (AAR) (B)
Griffin Lamp Co.

Gee Cee Sales Co.—Dallas (B)
Dupli-Color Prod. Co.
Planet Metal Prod. Corp.

Hirsig-Frazier Co., Dallas (AAR) (B)
Binks Mfg. Co.
Gunk Laboratories, Inc.

W. F. Janowski—Dallas
Storm-Vulcan, Inc.

Albert Jayne, Dallas (B)
Ken Tool Mfg. Co.

Lynn & Hemphill, Dallas (AAR) (B)
Stant Mfg. Co., Inc.

McClintock Sales Corp., Dallas (AAR) (B)
Acme Air Appliance Co., Inc.

W. Frank Russell Co., Dallas (AAR) (B)
Eaton Mfg. Co. (Pressure Caps)

Shipp & Payne, Dallas (AAR) (B)
Doan Mfg. Co.
Pit-Bar Mfg. Co.

Ken Stout Co.—Dallas
Herbrand Div.

Vogel-Swygard Associates, Dallas (B)
Bishman Mfg. Co.
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Bradley Wayne, Dallas
Lee Filter Corp.

O. C. Zell, Dallas (B)
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W. L. Lyon, El Paso (AAR)
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Neal Greenfield Sales Co., Ft. Worth
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Keller-Hyden, Inc., Ft. Worth (AAR) (B)
Champ-Items, Inc.
Dole Valve Co.
National-Detroit, Inc.

John W. Lovelady, Ft. Worth (AAR) (B)
Gojer, Inc.

William Spence—Houston (B)
Marson Corp.

Sanders-Willis Co., Waco (AAR)
Ideal Corp.

VIRGINIA

Chaney & Co., Richmond (AAR) (B)
Bishman Mfg. Co.

Jack Simpson & Assoc.—Richmond (B)
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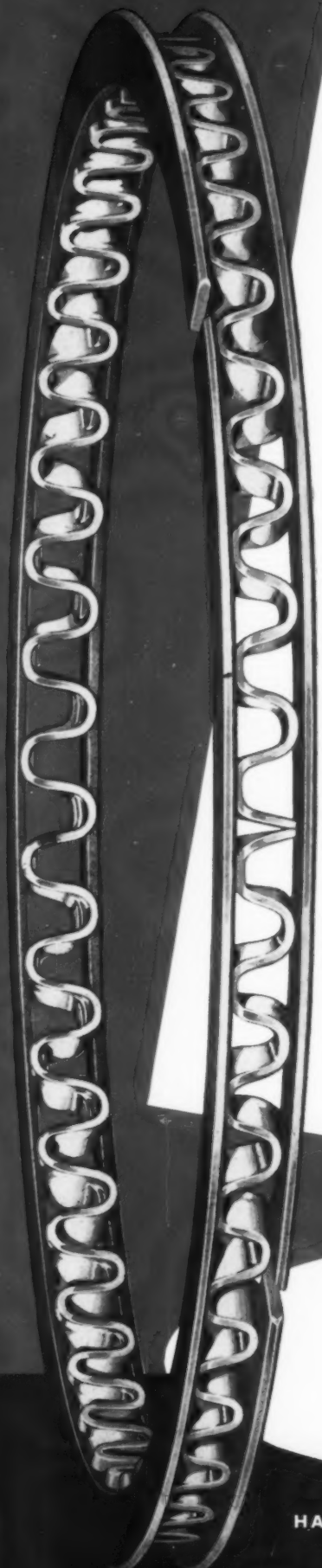
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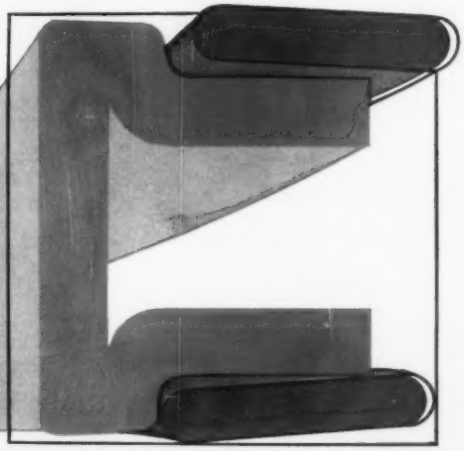


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